

# Billboard

The International Music-Record Newsweekly

Radio-TV Programming • Photo-Tape Merchandising • Coin Machine Operating

## 'Golden Boy' Latest Cap. Show Grab From Broadway

By LEE ZHITO

HOLLYWOOD—Capitol Records last week stepped up its full-scale drive on the Broadway musical front with the acquisition of original cast rights to "Golden Boy," starring Sammy Davis Jr. He is under contract to Reprise Records. The show is a musical version of the Clifford Odets novel. It is scheduled to hit Broadway September 28.

### DEAN TO HEAD C.W. AD SHOW

NEW YORK — Jimmy Dean will headline the annual Country Music Association luncheon, to be held this year for the Advertisers Club of Detroit, at the Latin Casino on April 17. Tex Ritter, head of the country music group, and the show's producer Joe Allison reported that Jimmy's last stint last year when the show was in New York for the New York Sales Executives Club, was such a hit that the Columbia Records star was invited to headline the 1964 edition. Jimmy's ABC-TV hour every week, just renewed for the fall season, has showcased dozens of country music artists since last September.

This marks the second time in recent months that Capitol President Alan Livingston has grabbed a Broadway show plumb which features an artist under contract to another label. The other case in point concerned "Funny Girl," starring Columbia Records' Barbra Streisand. The Streisand show's Broadway bow during the previous week drew rave reviews, and sufficient advance LP orders to warrant Capitol to order an additional 250,000 LP jackets. Its initial jacket order was for 240,000 copies. The New York market at this point has 60,000 copies in distribution.

#### Capitol Investment

Livingston told Billboard that Capitol has invested less than half of the show's cost. The score was written by Lee Adams and Charles Strouse, hailed by Livingston as "Broadway's most important young writing team." The same pair penned "Bye Bye Birdie" and "All-American" both of which had been recorded by Columbia Records.

Harold Etkins is producing "Golden Boy." Edwin H. Morris publishes the score. This comes on the heels of the Morris firm's

highly successful "Hello Dolly" score.

In addition to Sammy Davis Jr., "Boy's" cast includes Billy Daniels, Paula Wayne, Juano Hernandez and Godfrey Cambridge. Elton Lawrence is musical director and Ralph Burns will handle orchestration. Peter Coe is the director, Donald McKayle will handle the choreography, and Tony Walton, sets.

The show goes into rehearsal in May. It will open at Philadelphia's Shubert Theater June 22 and run through July 25. It will play Boston's Shubert July 28-August 22, and Detroit's

## Lewis' C.&W. for 50 Cities & Television

NEW YORK — Plans for the giant country music show set for Madison Square Garden here, May 16 and 17, have broadened considerably and now include a closed-circuit TV showing in some 50 locations west of the Mississippi River, according to Vic Lewis, producer. Lewis estimates the attendance at arenas and theaters which will be hooked into the closed-circuit network will probably total 350,000 or more. Price scale for tickets for the closed-circuit TV showings has not yet been firmly set, but initial talks with promoters indicate that the seats will be in the areas of \$1.50, \$2.50 and \$3.50.

Country jockeys are working closely with Lewis in arranging for parties to travel to Madison Square Garden to see the show. Latest hatch of tickets ordered for such a junket has been arranged for by Slim Gordon, deejay from Oshawa, Ont., Can. Lewis says he is now negotiating with deejays and promoters in connection with the closed-circuit showing, and those inter-

ested may contact Lewis at the Garden. Ditto radio stations that are interested in sponsoring a closed-circuit showing in their area.

The live show at the Garden, Lewis stated, will entail a complex stage arrangement. Three stages will be used. The emcee and staff will occupy the center stage; the performers will be on the second stage, and a third stage (unlighted) will be prepared for the next act while the current act is doing its routine.

Lewis, with Chuck Bernard, has worked out arrangements whereby a block of time buyers prepared from agencies will attend the show gratis. Purpose of this is to promote country music to this influential body of potential buyers.

Acts already set include Bill Monroe, Hank Snow, Webb Pierce, Carl Smith, Bill Anderson, Ferlin Husky, Duke of Paducah, Bobby Smith, Darrell McCall, Norma Jean, Stonewall Jackson, Skeeter Davis, Porter Wagoner, Leon McAuliffe, Ernest Tubb, Carl and Pearl Butler, Charlotte Harden, Ray Price, Buck Owens, Grandpa Jones, Kitty Wells, George Jones, Joe Clark, Bill Phillips, Lonzo and Jack and Jim Johnny Wright. Working budget is \$75,000.

Fisher Theater August 25-September 19. It will open at the Majestic Theater here on September 28.

## Disk Again on Broadway Beat

By MIKE GROSS

NEW YORK — The record business stirred to the Broadway beat last week. Two new musicals, "Anyone Can Whistle" and "Hush," a new production of "Hamilton" and a revival of "West Side Story" all opened within a one-week period and all have recording projects in the offing except of course, for "West Side Story" which is

already on the market via a Columbia Records original cast album and sound track set.

In addition to the new entries, Capitol's original cast album of "Funny Girl," which started shipping late last week, was given an added sales fillip via a highly favorable Time magazine story on the musical's star, Barbra Streisand. Also, RCA Victor continued to roll with its "Hello, Dolly!" original cast LP,

which is shaping up as the company's all-time best-selling Broadway album.

"High Spirits," the Hugh Martin-Timothy Gray adaptation of Noel Coward's "Blithe Spirit" opened to "money" notices in the New York Press, highlighted on Page 10 and put ABC Paramount Records in a high position in the Broadway cast (*Continued on page 44*)

## Solo's is 1st One Million Italian Seller

MILAN—First record in history of Italian disk business to sell one million is Bobby Solo's "Una Lacrima Sul Viso" (A Tear in Your Face) recorded for Ricordi, which was offered out of competition via playback at the Sanremo Festival during the singing had laryngitis. Same tune with English words was sung by Frankie Laine and recorded for Columbia (CBS here).

Solo has hit the impossible mark which has evaded all of Italy's top artists for years. In fact, 300,000 used to be considered so extraordinary as to merit a golden disk in Italy. Not even Domenico Modugno's "Volare" hit the million mark although it came close. Same is true of Renzo Ricci's "Arrivederci Roma." Solo managed to make it with his first recording.

## Side Shows, Real Shows at RAA's Brief Demonstrates In, Electronics Out Bright Figures

CHICAGO — Radio station management was colorfully briefed on the vital interdependence of the record and broadcasting industries by Henry Brief, executive secretary of the Record Industry Association of America, at an NAB session Wednesday in Chicago.

The record-setting RIAA presentation—the first in the history of NAB conventions—received wide praise from station managers and NAB officials. The RIAA has been invited to make a similar presentation June 25-26 at the Florida Association of Broadcasters meeting at the Deauville Hotel in Miami Beach.

(*Continued on page 12*)

HOLLYWOOD—Capitol Records last week pulled out of the electronics field to concentrate all its resources on the television industry. It was learned by Billboard. It completed its withdrawal from the electronics field with the sale of this facet of its business to the Whittaker Corporation, Los Angeles. Capitol electronics rang up a \$5 million sales gross during the three-year period it was in the field.

The Whittaker firm takes over the domestic marketing of EMI television cameras, videotape, multiphotometer tubes, Klystrons, plus products of Capitol's Gencom division, including 11.5-micron solid-state video and audio switching systems. This sale involves the major portion of Capitol's electronics business,

and comes on the heels of its selling the pulsed traveling-wave tube segment of its operation last month to Eitel-McCullough (Eimac), San Carlos, Calif.

Deal was negotiated and concluded between Capitol's Vice-Chairman Dan Bushright and William R. Whittaker, purchasing firm's president and chairman.

Capitol moved into the electronics field in March, 1961, with the domestic distribution of EMI tubes, cameras and videotape. It sought to strengthen its position on the market with the purchase of the Yos-Sha Industries, Inc.'s pulsed traveling wave tube division, and the acquisition of General Communi-

(*Continued on page 44*)

## NAB Vital Radio Shows Produces Dull Meeting

By GIL FAGGEN

CHICAGO — It appears in observing last week's four-day National Association of Broadcasters Convention in Chicago that the industry that is so adept in creating highly entertaining and informative programs is so inept in producing an exciting, informative and creative national convention.

The 42d Annual NAB convention included the usual and expected speeches from industry and government muck-a-mucks, and several superficial plaudits—such as a case point, a Wednesday morning panel discussion on the NAB Radio Code

(*Continued on page 12*)

What are the top SALES IMPACT STATIONS in St. Louis and Birmingham?

See Radio Response Chart in Radio-TV Section



**PAUL ANKA:  
HEADED  
FOR HITSVILLE**

**"MY BABY'S  
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**c/w "NO, NO"**

**PAUL ANKA** RCA Victor

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# Cap. Frms Tower; MacArthur Tribute LP's Prove Fraser to Be Pres. Old Soldiers Record Away

**HOLLYWOOD**—Capitol is forming Tower Records, a completely independent subsidiary which is scheduled to debut late this summer, Alan Livingston, Capitol's president, has named veteran Capitol employee Bud Fraser to head the new company. Fraser has been heading Capitol's international sales operation and had previously directed label's sales and merchandising departments. The label will debut about September 1, Vito Sannicola will be national sales and promotion manager. Capitol will start Tower as a singles label and is currently hunting for an a.r. m.p. to initially staff the new operation. Plans are for the new company to have its own distribution and a very elastic release program.

Fraser will solicit masters from outside producers, EMI and his own staff.

## Need New Outlet

Livingston told Billboard the prime reason for debuting Tower was to have another outlet to handle the wealth of material available to Capitol while not bogging down its distributing corporation. Livingston said Capitol was already producing material far beyond its ability to exploit it properly. The introduction of Tower with its own distribution will avoid putting additional pressure on CRD, which is currently enjoying great success on the singles and LP charts with the Beatles, Nat Cole, Beach Boys, Al Martino,

(Continued on page 44)

By MIKE GROSS

**NEW YORK**—The record industry is again on a memorial kick. The death of Gen. Douglas MacArthur last week has already sparked four disk tributes and it's likely that more will be on the way. It's similar to the memorial binghe that hit the industry right after the assassination of President Kennedy last November but on a smaller scale.

Ready to hit the market this week are albums of General MacArthur's speeches from RCA, Camden, MGM, Atlantic and 20th Century-Fox. Some of the budget-priced labels, who clicked with their Kennedy albums, have not yet made a decision to follow the same disk track with the General.

The biggest package, a two-disk job, is RCA Camden's titled "The Farewell Addresses of Gen. Douglas MacArthur." Complete in the LP are the historic farewell speeches delivered by Gen. MacArthur to Congress on April 19, 1951 and to the U. S. Corps of Cadets at West Point on May 12, 1962.

**Royalty to Academy**  
Imprinted on the Camden album, which heary on its front cover a portrait of the General, is the following: "In appreciation of the assistance and co-operation of the Association of Graduates of the U. S. Military Academy in the preparation of this album, a royalty from its sales will be paid to the Association."

The two-album monaural set is being made available at a special manufacturer's nationally advertised price, optional with dealers, of \$2.98.

The Camden package also contains a collection of memorable photographs of the General on its inside liner. General

MacArthur's address to Congress was previously released in its entirety by RCA Victor.

**TV Material**  
The MGM set is titled "General of the Army Douglas MacArthur: The Life and Legend of 'The Old Soldier.'" The LP contains on-the-spot recordings made by the General as well as speeches by ex-presidents Hoover and Eisenhower and the late President Kennedy. All the material on the MGM disk was taken from the TV show "Perspective with the President" produced by Hearst Metrotone News and the Hearst Metrotone News Archives.

At press time, Morrie Price, MGM sales chief, reported that orders were way over the \$50,000 mark. The package has a white cover with five gold stars and is out on the market at the suggested list price of \$3.98.

**Personal Interviews**  
Atlantic's album is called "The Complete Life of General MacArthur in His Own Words." It contains speeches and interviews with the General compiled and produced by Stan Z. Burns, disk jockey on WINS, New York. It is the first in a series by Burns which is called "The Life and Times of" (Continued on page 44)

## DUTCH RECORD SCENE

# Close Control Makes Groves

By ANDRE DE VEKEY

**LONDON**—Speaking at the Annual Convention of the Gramophone Record Retailers Association here (April 5), R. H. Klassen, deputy manager N. V. Phonogram, Amsterdam, mirrored the current Dutch scene in an address full of significant statistics. One of the most important aspects of the climate of record selling in Holland was the very close relationship of the singles artist, his dealers' trade associations. Klassen said that manufacturers are only allowed to supply records to retailers

who are members of the record dealers association.

This was something of an eye opener to British dealers, many of whom present felt that this form of "dealers' trade union" was what was wanted here to weed out the "dabblers" in the business. Dickeries are obliged to notify in advance any price changes to the secretary of the dealer association and are not allowed to charge more or less than prices so prescribed. Similarly, dealers and their trade associations. Klassen said that manufacturers are only allowed to supply records to retailers

traders who are currently awaiting the final stages and proposed amendments to the Resale Price Maintenance Bill here with some concern.

**Dutch Dealers**  
Holland, said Klassen, has 1,100 record dealers, 350 of whom did 73 per cent of the total business. About 100 of these were specialist dealers. In a population of 12 million with an average yearly wage of \$1,400, there were estimated to be 1½ million record players in use. In 1963, 2½ million classical records were sold.

In line with the recent trend in European countries of expanding sales of European National product, the Dutch per breakdown is 20 per cent German, 10 per cent French, 5 per cent Belgian, 35 per cent Dutch and about 7 per cent British. This total of 77 per cent of Europe (Continued on page 44)

## King Files Vs. Mercury

**NEW YORK**—King Records, Cincinnati label, has filed an action for an injunction against Mercury Records, charging that Mercury released a single record by James Brown while Brown allegedly was under an exclusive recording contract with King. Brown is also named in the action.

The Mercury record is "Caledonia, Caledonia" with "Evil" on the B-side label. According to John S. Kelley Jr., King vice-president, the action was filed Friday (10) in New York County Supreme Court and is returnable this week. Mercury is ordered to show cause why it should not be restrained and enjoined from releasing the record.

# Big Push Plans for Light's 'Dimension 3'

**NEW YORK**—Enoch Light's "Dimension 3" Command album, which is designed to give a "third dimension" to stereophonic records, was introduced and received warmly by the press and a selected group of distributors and dealers Wednesday at the Fine Recording Studios at the Great Northern Hotel here.

"Dimension 3" is calculated to give the illusion of a third channel in an address for stereo equipment with two speakers—and it succeeds.

The album, available in stereo

only, will go on public sale Wednesday (15) to kick off "Enoch Light Month."

The promotion will have 24 of Light's Command albums featured by dealers throughout the country as well as a special album, "Enoch Light's Command Performances."

This album, containing arrangements from 12 of Light's albums, will be offered at a \$2.98 promotional price until May 15 when it will list for \$5.98.

Light will be saluted in his Canton, Ohio, home town Wednesday (15), when he will be the guest of Mayor Stanley Cmicich and the name of the street on which he was born will be changed to Enoch Light Avenue.

Advertising mats for local promotion will also be made available through distributors.

Light explained the "Dimension 3" concept to the traders, pointing out that stereo separation must be obvious to impress the listener in the record shop.

He traced the history of stereo demonstration techniques, including the various novelty disks designed solely for stereo effect and not for musicianship.

Light said the new technique provides the separation without sacrificing the musicology and equipment.

## BROADWAY REVIEW

# Beatrice Lillie Races in 'High Spirits' as Winner

**NEW YORK**—Broadway has another musical winner in "High Spirits." The Hugh Martin-Timothy Gray adaptation of Noel Coward's "Brighton Boat" on the comedy talents of Beatrice Lillie and fortunately she's not let down by the score, staging or supporting players. It will definitely give ABC-Paramount Records a firm foothold on the original cast album scene and it further establishes the name of Richmond as one of the important young show score publishers. (Last season Richmond clicked with the Lionel Bart score for "Oliver" and the Anthony Newley-Leislle Bruce score for "Stop the World—I Want to Get Off.")

**Beatrice Booms**  
It's Miss Lillie's show, of course, but the contributions of Tammy Grimes, Edward Woodward and Louise Troy are not to be discounted. They all help make it a lighthearted and charming affair that makes up for a book that doesn't have too many hard-hitting points and a score that has pleasing hallows and fair special material songs.

However, Richmond has lauded a recording score that could bring in some strong disk treatments on "You'd Better Love Me," "I Know Your Heart," "Forever and the Day," "If I Gave You," "Something Tells Me" and "Was She Prettier Than I." Incidentally, Hugh Martin and Timothy Gray share words and music credits on the score.

The Coward plot is happily kept intact and the story of the triangle affair of a man (Edward Woodward), his wife (Louise Troy) and the spirit of his first wife (Tammy Grimes) through the efforts of a ouija-board wonder (Beatrice Lillie) is basic enough to keep the show moving and hold interest even though the joke varies little.

Coward has staged it with a light hand, some of Danny Daniels' choreography has zip and Harry Zimmerman has brightened up the score with solid orchestration.

It's Miss Lillie, though, who keeps it all in high gear, and as a medium she's quite a find.

MIKE GROSS

## MEMORIAL FOR KENNEDY

**ROME**—An American group here is planning a memorial for the late President John F. Kennedy disks which have been issued by various companies. The collection, along with books and films, would be housed in a library, as a permanent memorial.

Up to date some 17 LP's have been issued by various American labels on different phases of the Kennedy career. First items received for the collection include those issued by Decca, RCA Victor, Pickwick and Cadmon. Billboard's Saml Sieman has been acting as co-ordinator for the disk section of the memorial collection.

## PUSH VALENTE FOR SINGLES

**NEW YORK**—London Records is on an all-out campaign to build Caterina Valente as a singles artist. She's been top-selling album artist for the label for the past several years.

The kick-off single, "When in Rome," was written especially for her by Jerry Bock and was arranged and conducted by Peter Matz. The flip side of the record is "With a Song in My Heart." Currently on the U. S. night club circuit, she opens at the Desert Inn, Las Vegas, for six weeks on April 14.

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# Rep. Roosevelt Says He Will Keep Watch on FTC Decisions

By MILDRED HALL

WASHINGTON—Rep. James Roosevelt (D-Calif.), whose hearings on dual distribution in the record industry last year did much to speed up the Federal Trade Commission's decision to hold a trade conference, will keep close watch on developments at the Commission. Representative Roosevelt personally wrote to Amos Heilicher, president of American Record Merchants and Distributors Association recently to congratulate ARMADA for its role in the crusade for trade practice rules in the record industry.

Roosevelt who is chairman of the House Small Business Subcommittee on Distribution pointed out that this is a "landmark proceeding, since it attempts to deal with problems of dual distribution by spelling out specific trade practice rules. Roosevelt is particularly concerned with dual distribution problems—where a supplier can also be a competitor—since presently he does not cover "integrated" manufacturer's right to provide his own retail sale subsidiary/shops at lower cost than he sells to an outside independent.

The Robinson-Patman Act can only be called on when the manufacturer discriminates among customers he supplies. This point was also brought out during Roosevelt's hearings in September by ARMADA counsel Earl Kintner. It was hoped that trade conference rules might provide some answers. Representative Roosevelt said he hoped the FTC might explore the problems and decide which instances of dual distribution harmful to small business can be tackled under present laws, which ones need new legislation and which aspects of modern integrated merchandising might just have to be left alone.

About the record trade practice conference, Roosevelt wrote (April 21) ARMADA president: "The inclusion of Robinson-Patman and related problems on the agenda of this conference set a precedent that will have impact throughout the entire American economy. The strength and influence of ARMADA in bringing this about are a distinct contribution to the public interest. You have convinced me that the route is to return your industry to a semblance of order and stability."

The express intention of Representative Roosevelt to continue watch on further development would also seem to scotch any rumors that the FTC might drag its feet on final decisions on the trade practice rules. After discussing the Roosevelt hearings of last September, Small Business Subcommittee counsel Greg Potvin was expressly assigned the job of keeping track of the FTC proceedings—and an tag was being hung on the FTC chairman Paul Rand Dixon, if the need arose.

However, FTC's trade conference proceedings here in mid-March showed every sign of full speed ahead. Supervising Counsel John R. Reilly, and attorney in charge John Benton, were cool to requests for a second conference, or for resubmission of final draft of rules to industry, which might have prolonged matters and put off final FTC decision. Attorney Benton hoped to have his brief submitted in time for the Commission attention early in summer, and action could be swift, unless the Commission decided another hearing is needed, or draft of rules is not satisfactory. Both possibilities are slim.

## STAMP FOR ASCAP 50TH

NEW YORK—The U. S. Post Office Department is getting ready to issue a commemorative stamp for the 50th anniversary of the American Society of Composers, Authors and Publishers.

The department is issuing a special American Music Stamp which is to serve as a cultural companion piece to the fine arts series of stamps that represent the work of great American painters. Details are not complete regarding dates of issue or places of distribution ceremonies.

## Capitol Agrees With Vee Jay On Settlement

HOLLYWOOD—Capitol Records and Vee Jay Records have agreed to settle an outstanding dispute in their lawsuits over rights to release Beatles records in the United States.

The agreement calls for Vee Jay to accept a license from Capitol to sell its Beatle product, with the former paying royalties to the latter. A substantial payment for the Beatles royalties to date and a licensing fee for the future.

In making the joint announcement, neither label concealed that the legal position of the other was right. Negotiations were concluded late Thursday by Robert E. Carr, vice president and general counsel for Capitol, and Mark Sands and Vee Jay Lasker, representing Vee Jay.

The settlement in effect cancels the temporary injunction which Capitol had obtained against Vee Jay in Cook County (Chicago) Circuit Court of Illinois. This injunction had been staying pending an interlocutory appeal to the Illinois Appellate Court. Last month the Appellate Court sustained the original issuance of the temporary injunction based on the pleadings.

Steinberg, Mercury; Joe Cuda; Record Industries Corporation; Dave Miller, Miller International; Jim Todman, Todman Records Corporation; Stanley Jaffe, Gordon Sales Company; John Billinis, Billinis Distribution Company, and Charles H. Schlegel, Schlegel of America, Inc.

Speakers who will appear before the convention are as follows:

George Marek, executive vice-president, RCA Victor division, who will keynote the convention with his talk, "A Reaffirmation of Faith." Dr. Theodore N. Beckman, noted economist and marketing authority, and a professor at Ohio State, will talk on "The Rack Jobber Phenomenon in Wholesaling." The aforementioned speak on Monday. On Tuesday Bill Gallagher, Columbia Records' marketing vice-president, will talk on product selection and promotion. Albert Carretta, NARM special legal counsel, will address the group on the subject, "Trade Practices Rules—A Formula for Profitable Compliance."

Jules Malamud, NARM executive director in commenting on the business session.

(Continued on page 8)

## Colpix Tapping Indie Producers

NEW YORK—Colpix Records is beginning its "rip and run" indie campaign in the field. Don Kirschner, vice-president of the music publishing division of the Motion Picture Screen Co. Inc., has brought Weiss-Sherman Productions into his fold on a non-exclusive basis to produce a certain number of records.

The indie producing firm is headed by George Weiss and Joe Sherman who also double as songwriters. The Weiss-Sherman combine has already produced a certain Rip Taylor to the Colpix artists stable, and it is expected that other artists will be added through the team. It's also expected that Weiss-Sherman Productions may also record artists already on the Colpix roster.

Meanwhile, the team has readied Taylor's first release which couples "How Do You Feel" with "The Grapevine."

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Subscription Office: 1160 Broadway, New York, N.Y. 10036

Editor: Charles H. Schlegel

Editorial Assistant: John H. H. H.

Editorial Assistant: John H. H. H.

Editorial Assistant: John H. H. H.

Editorial Assistant: John H. H. H.

Editorial Assistant: John H. H. H.

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## ELVIS PRESLEY CAMPAIGN

# RCA Expanding Promotion

NEW YORK—RCA Victor is expanding its plans for the Elvis Presley campaign with the addition of six of the singer's Gold Standard singles to the sales and promotion program that will also focus consumer interest on all of Presley's 36 single releases, 20 LPs, and 23 EPs in the catalog. The Presley campaign, which celebrates his eighth year with the com-

pany runs through April and May.

During Presley's eight years with the company he amassed a total of 100 million units in world-wide sales. (A typographical error in last week's Billboard report on the Presley drive had the erroneous figure of 10 million units.)

The six Gold Standard singles are "Kiss Me Quick," "Suspicious Minds" (standards of Kentucky), "That's All Right," "Good Rockin' Tonight," "I Don't Care If the Sun Don't Shine," "Heartbreak Hotel," "I Was the One," "Hound Dog," "Don't Be Cruel" and "All Shook Up." That's When Your Heartbreaks Begin.

"Heartbreak Hotel" is Presley's debut single with Victor which started an unprecedented string of million-selling recordings that continues today all over the world. "Kiss Me Quick" backed with "Suspicion" is a

new Presley Gold Standard single. It was from his "Rock-a-Lula" album, and "Kiss Me Quick" has sold more than 600,000 copies in Europe alone.

Each of the six Gold Standard singles comes with a different picture of Elvis and, on the inner side, each lists Elvis' complete RCA Victor singles catalog.

Promotional and merchandising aids on the singles include "Blue Monday" and "Merchandise." 2 Dealer order forms that cover all of the Gold Standard singles, 3 Four-page contact giveaways that spotlight Elvis' "Kissin' Cousin" album plus the complete Presley LP, singles and EP catalog. 4 Pocket-size calendars featuring Elvis portrait in color.

A special disk jockey kit containing all six newly packaged Gold Standard singles.

"Kissin' Cousins," Presley's newest movie, is currently showing throughout the country.

## A. Schroeder's New Offices

NEW YORK—Aaron Schroeder is planning a branch of his music and record operations on the national and international levels. He believes, said Schroeder, "we're entering a new era in our industry, an era of international interchange requiring representation which we have established throughout the world. This provides us with a global network which enables us to exchange ideas and product concerning every phase of the music business, in films, TV or theater."

In order to work more closely with the producers, writers and record people on the Coast, new offices have been opened in Hollywood and Los Angeles already signed with Bronston, Kaprielian and Pete Rugolo. Other signings are in the works.

On the foreign end, Schroeder has already secured a top record in France, "Garden of Love" by Johnny Halliday, and has published the scores of two French films, "The Way of the Buttons" and "Monsieur Lafayette." To continue the string of international picture releases he has recently acquired the rights to Eli Lando's "The Fool Killer" and the Allied Artists release "Shock Corridor."

NEW YORK—The two-floor display area at the Eden Roc Hotel, Miami Beach, during the Sixth Annual Convention of the International Association of Music Merchandisers, Inc. (NARM), April 19-23, will be completely occupied by NARM associate member, Jack Steadman, who is being aided by Jules Malamud, executive director. On afternoons of April 20 and 21, and all day on April 22, the trade merchandisers will visit with record manufacturers, suppliers of displays of record accessories, etc. The company will be provided with a special visiting plan.

The schedule of panel discussions is as follows: Monday (20),

"The Rack Merchandiser: A Phenomenon in Record Wholesaling," moderated by Cy Leslie of Pickwick International and including Stan Gorkow, Capitol; Jack Burgess, RCA Victor; Len Levy, Cecil Records; Vee Jay; Cecil Steadman; and F. R. Record Service, Inc.; George A. Berry, Modern Records; and Lou J. Kustay, Toy House.

Tuesday (21), "Today's Problem—Tomorrow's Challenge," moderated by Cy Leslie, Cy Doody, assistant professor of marketing at Ohio State University and including Arnold Martin, MGM—Verve; Irwin

Speakers who will appear before the convention are as follows:

George Marek, executive vice-president, RCA Victor division, who will keynote the convention with his talk, "A Reaffirmation of Faith." Dr. Theodore N. Beckman, noted economist and marketing authority, and a professor at Ohio State, will talk on "The Rack Jobber Phenomenon in Wholesaling." The aforementioned speak on Monday. On Tuesday Bill Gallagher, Columbia Records' marketing vice-president, will talk on product selection and promotion. Albert Carretta, NARM special legal counsel, will address the group on the subject, "Trade Practices Rules—A Formula for Profitable Compliance."

Jules Malamud, NARM executive director in commenting on the business session.

(Continued on page 8)

Steinberg, Mercury; Joe Cuda; Record Industries Corporation; Dave Miller, Miller International; Jim Todman, Todman Records Corporation; Stanley Jaffe, Gordon Sales Company; John Billinis, Billinis Distribution Company, and Charles H. Schlegel, Schlegel of America, Inc.

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Jules Malamud, NARM executive director in commenting on the business session.

(Continued on page 8)

Billboard, April 18, 1964



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CL 2149/CS 8949



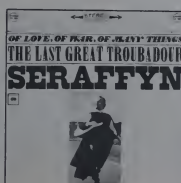
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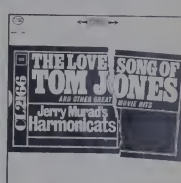
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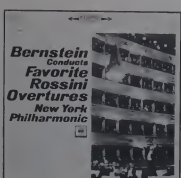
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ML 5933/MS 6533



ML 5934/MS 6534



ML 6050/DS 2450 OQ 623



CL 2170/CS 8970



CL 2170/CS 8970

if you have great product you really don't have to shout about it.

Columbia Records

# Senate May Probe Performing Rights

WASHINGTON — The Senate Small Business Committee has been quietly studying problems of performing rights societies. A probe of ASCAP, BMI and SESAC is on the agenda for particular attention by committee counsel Raymond D. Watts. However, counsel Watts says not to look for anything this year — other matters have priority in the committee's heavy schedule, and they are short-handed.

Counsel Watts could only say he would continue to study the problem as time was available. When the committee does get around to it, the probe would go beyond the limits of internal warfare and alleged discriminations among ASCAP segments investigated by Rep. James Roosevelt's Small Business Subcommittee on Distribution a few years back. Roosevelt is also too heavily committed to affairs of broader national

interest to take up the performing rights questions. But he has made all of his files available to the Senate committee.

Senate Business Committee counsel Watts says when — if — the committee gets to the music performance rights, there are at least a dozen major relationships to be followed through in study of ASCAP, BMI and SESAC. A probe would cover ASCAP and its licensees (which ASCAP says is broadcasting), ASCAP and its competitors, the competitors and their licensees, competitors with the way foreign performance rights are handled, etc.

The committee would probably not go into the juke box performance royalty aspect, which would presumably be taken care of by Congress' action on the Celler bill to end performance exception for juke box music. However, the Celler bill has been languishing in the House Rules Committee since its approval by the House Judiciary Committee in September 1963. If the bill does not reach a vote in this session of Congress, it dies. A new bill would have to be introduced in the 89th session, which begins next January.

## Col. Artists At Benefit

HOI LYWOOD — Mahalia Jackson, Andre Previn, Andy Williams, Pat Boone, Jimmy Rodgers and the Beach Boys lent their respective talents Friday (31) to "Susan's Evening," a benefit concert in Whittier, Calif. School, with proceeds divided between the Metabolic Unit of UCLA Medical Center and Whittier College's Scholarship Fund. The UCLA group is doing extensive research on marfan's disease, from which Susan Townsend suffers. She is a daughter of Columbia Records' West Coast Operations Vice-President Irving Townsend. The concert provided the first opportunity to pair vocalist Williams with instrumentalist Previn. They handed five tunes together. The concert was produced by Stanley Meyer, with 2,500 persons paying \$4. As a result of the concert, Columbia is considering a Previn-Williams LP.

## Schicke Set At Columbia

NEW YORK — Charles Schicke has been set as director of education services in Columbia

## LATE SINGLE SPOTLIGHTS

### HOT POP SINGLES SPOTLIGHTS

#### THE RIP CHORDS

THREE WINDOW COUPE (Sireen Gems-Columbia, BMI) (1-51) — Another dragger side from this group which scored with "Little Luba" Flip "Hot Rod, U.S.A." (I.M. BMI) (2-24).

#### NINO TEMPO AND APRIL STEVENS

FM CONFESSION (THAT I LOVE YOU) (Bourne, ASCAP) (2-07); Harmonica and tenor sax effects add to the routine that the brother-sister duo has established. Flip "Tea for Two" (Claridge, ASCAP) (2-28).

#### FREDDIE CANNON

LOVE COLOGNE (Claridge-Halcoon, ASCAP) (2-36) — Abigail Beecher gets company in this heavily-composed swinger. Side has similar drive Flip "O.K. Wheeler, the Used Car Dealer" (Claridge-Halcoon, ASCAP) (2-30).

#### INEZ FOX

HURT BY LOVE (Saturn, BMI) (2-35) — Strong side here from the gal and could be her biggest since "Mocking Bird" Flip "Confusion" (Saturn, BMI) (2-30).

Records' Special Products division. He'll be responsible to Albert Shulman. Special Products general manager, for developing and managing relationships with educators and their institutions, and for developing and implementing techniques for marketing Columbia product to educational

institutions and publishers. Schicke will also be responsible for recommending the development of new educational products and services for these markets.

Previous to this new assignment, Schicke was director of Education Services for Columbia Records Sales Corporation.

## Court Gives UA Ruling

NEW YORK — United Artists Records was the first round in its legal battle with BBH's Shady Tent Production Records over the use of the "Tom Jones" name in New York. Supreme Court Justice Judge Irving D. Davidson granted a motion for a preliminary injunction enjoining the use of the record jacket.

Judge Davidson said. When he examined the material as it appeared on plaintiff's record and as it appeared on the defendant's record, they appear a likelihood of the public being deceived into believing defendant's imposition has some connection with the motion picture "Tom Jones." Plaintiff has shown a sufficient case to warrant the relief requested.

The score for Shady Tent Production LP of "Tom Jones" was written by Rud Bacheler and Bob Roberts.

## Exiting Liberty, Timi Negotiates

NEW YORK — Timi Yoko has closed her contract with Liberty Records and is now negotiating for another record company deal. The break with Liberty was handled by her attorneys Samuel P. Norton and Seymour M. Lazar.

The singer recently returned from a tour of the Far East and Japan. She is now scheduled to make appearances in Los Angeles at the Crescendo and Los Angeles night clubs across the U.S. Personal appearance offers from Europe are being delayed until a new record contract is set, so that disk releases can be worked out overseas.

## INDIE LABEL SUCCESS

NEW YORK — An indie manufacturer must sustain the concept of catalog selling, if the label is to maintain its economic health.

This is the view of Lenny Sachs, director of album sales and merchandising for Atlantic Records. A considerable amount of Atlantic and Aco product, produced two, three, four and five years ago, continues to sell and documents the validity of the catalog concept. Such notes On Atlantic, for instance, some of the Modern Jazz Quartet packages dating back to four and five years ago are still moving Ditto packages of

similar vintage. Hits like "The Drifters Greatest Hits," Ray Charles' "What'd I Say," and albums of Hank Crawford, Herbie Mann, Bill Jackson and John Lewis. A similar long term sales pattern has been achieved by old Aco packages by Bobbi Darin, Acker Bilk, Ode Redding, Ben E. King, Bertie Fabric, the Coasters, etc.

A good number of these have gone above the 100,000 sales mark—some of them substantially higher than that according to Sachs. These long term sales results derive initially from good product. "It must be in the groove"—but they are sus-

tained by merchandising and promotion which is keyed to existing business conditions. Sachs added "Sometimes it is necessary to experiment with Atlantic's recent use of film clips which were projected onto film screens in theaters in key markets. The results were. But in addition to seeking these new avenues of exposure, it is necessary to get back to some of the basics of the record business." This entails constant communication and exchange of information from the manufacturer to the entire chain of distribution down to the retail outlet.

Another basic, he points out is the maintenance of "reasonable inventories" at the distributor level—giving the distributor the opportunity to turn over his product often, without undulating him with excessive product. "Failing this, it is impossible to maintain a healthy relationship," Sachs stated, adding that from such a healthy relationship flows enthusiasm which is imparted to the dealer.

It is incumbent upon the indie manufacturer to direct the distributors in promotion, and promotion and such matters as co-op advertising in publications and on radio must be carefully pinpointed.

Aspects of a campaign are well planned, then a quick barometer of results can be achieved in an given market. Another aspect of the maintenance of catalog selling, Sachs points out, is the necessity of catalog replenishment; that is the production of new material which, it is anticipated, will have a long range sales value. In the hands of other than sales executives—notably President Ahmet Ertegun, Vice-President Nesuhi Ertegun who oversees all jazz product, and Executive Vice-President Jerry Wexler.



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# THE HOTTEST BROADWAY SHOW ALBUM OF THE YEAR IS ON CAPITOL!



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(S)VAS 2059

## THE HOTTEST BROADWAY SALES ALBUM OF THE YEAR IS ON CAPITOL!

The original cast recording of *Funny Girl* is available now, exclusively on Capitol. Don't miss out on big sales. Have your buyer contact CRDC and order immediately.



"Barbra belts out a smash"

*New York Journal-American*

"...Barbra Streisand sets an entire theatre ablaze."

*Time Magazine*

"Funny Girl is just this side of paradise."

*New York World Telegram*

"...it's the star's evening, long may she wave..."

*Walter Kerr, New York Herald Tribune*

"Jule Styne...has written one of his best scores..."

*Howard Taubman, New York Times*

"Funny Girl and Barbra Streisand are a wonderful Broadway combination"

*Associated Press*

"Barbra Streisand in *Funny Girl* is the greatest thing to hit Broadway in too many days."

*Ed Sullivan*

"Funny Girl is a gem of a show."

*Variety*

"Miss Streisand...breaks your heart with her closing 'Don't Rain On My Parade.'"

*Norman Nadel*



THE HOTTEST LABEL OF THE YEAR



# Streisand & Soeur Sourire Vie for Top NARAS Award

**HOLLYWOOD**—Barbra Streisand and the Singing Nun (Soeur Sourire) will vie for the annual top awards of the National Academy of Recording Arts and Sciences, with both artists named as finalists in the Record of the Year, Album of the Year and Best Female Vocalist performance categories. The Singing Nun has also been nominated for Best Religious Performance.

Other leading nominees for the NARAS Grammy awards include composers - conductors Henry Mancini and Benjamin Britten.

Mancini has been nominated for Record of the Year, Best

Performance by an Orchestra and Best Performance by a Chorus. His "Days of Wine and Roses" appears in six nomination categories, while "More" and "Wives and Lovers" were named in four categories.

Britten received the most nominations in the classical field for his "War Requiem." The record shares honors with Puccini's "Madama Butterfly," conducted by Erich Leinsdorf, and "Great Scenes From Gerbwin's Porgy and Bess," with Leontyne Price and William Warfield.

## Most Nominated

Among the most-nominated artists are Tony Bennett (last year's top Grammy winner), Ray Charles, Jack Jones and Andy Williams in the men singers division; the Singing Singers and Peter, Paul and Mary among vocal groups; Al Hirt, Quincy Jones and Peter Nero among instrumentalists, and Pete Seeger, nominated in the documentary, children's and folk recording categories.

Nominees for Best New Artist of the Year include John Gary

also cited for a Best Male Singing Performance), Trini Lopez, Vikki Carr, the 5's with Jamie and the Swingle Singers.

Record of the Year finalists are Henry Mancini's "Days of Wine and Roses," the Singing Nun's "Dominique," Barbra Streisand's "Happy Days Are Here Again," Tony Bennett's "I Wanna Be Around" and Jack Jones' "Wives and Lovers."

Album of the Year finalists are the Swingle Singers' "Bach's Greatest Hits," The Barbra Streisand Album, "Andy Williams' "Days of Wine and Roses," Al Hirt's "Honey in the Horn" and "The Singing Nun" album.

Best Song of the Year nominees are "Days of Wine and Roses," "Call Me Irresponsible," "The Good Life," "I Wanna Be Around" and "Wives and Lovers."

## NARM Sets Pace

Continued from page 4

convention, stated: "Whenever I review the program from the phrase of its keynote 'A Reaffirmation of Faith' to the topic of its closing panel 'Today's Problem - Tomorrow's Challenge,' I am impressed with the opportunity for self-knowledge and education which this convention offers to record merchandisers and manufacturers alike.

# Csida's RIC Romps With 4 Representative Singles

**NEW YORK**—RIC Records, the newly formed disk company headed by Joe Csida, is spreading into all areas of the record market with its first release of four singles. The first batch of singles out of RIC is also representative of Csida's a & r. policy of calling in independent producers as well as utilizing the company's own a & r. staff.

As far as the market spread goes, "Wake Me a Hundred Years From Now" and "Never Never Land" by the Terrys is aimed at the country and western market; "Dear One, Part Two" and "Baton Rouge" by Larry Finnegan is directed at the teen section of buyers; "Bei Mir Bist Du Schoen" and "Sunset" by Phil Bodner and the PB6 is slanted toward the so-called "good music" section of the market, and "Foot, Fool, Fool" and "Since You've Been Gone" by Roosevelt Grier is rhythm and blues oriented.

Two of the four records were produced by RIC staff producers, and two by independent producers. Alex Zanasis, who is RIC's director of A & R, for country product produced the Terry's record. Larry Finnegan, who is the label's director of A & R, for the young market, produced his own record. Bobby Darin and his TM Music organization produced the Roosevelt Grier record and Phil Bodner produced his own PB6 sides. Marty Gold, who records for RCA Victor, will free-lance some sides for RIC.

In launching the new releases, Csida pointed out that each record will carry on a

"customized promotion." In the first release, for example, over and above all the orthodox promotional activity which will be employed on the Grier record by RIC, Darin's TM promotional force and Grier's personal manager, Kai Ross of Berger, Ross & Steinman, the disk company has hired a Hollywood public relations firm to do a special promotional-publicity campaign on Grier on the West Coast.

The promotion on each disk will be concentrated in different areas of the country and discussions are still going on to complete RIC's distribution network.

## Cornish Combo In N. Y. Debut

**NEW YORK**—Gene Cornish and the Unheateables, a new group from Rochester, made their New York debut last week via a series of in-person dates. The group was introduced to New Yorkers via a party at Hotel Edison on April 3. Hal Jackson of WRLR was emcee and the group entertained. The event was taped for broadcast over WRLR the following night. On Saturday (4), the group performed in Connie's Ballroom for over 4,000 persons, and on Sunday they were the featured attraction at Palisades Amusement Park where they appeared before more than 20,000 people. The group is on the Dawn label.

## Robinson Moves To Columbia Pics

**NEW YORK**—Irwin Robinson has been appointed attorney for the music and record division of Columbia Pictures-Screen Gems TV. He'll legally supervise the music publishing operations of Screen Gems-Columbia Music, and Colgems Music Corporation and the record activities of Colpix and Hi-mension. In addition, He'll legally supervise any music or recording music matters evolving from the TV and motion picture companies.

For the past seven years Robinson has been connected with Zodiac Music and Palette Records.

## Cameo Reorganizes

**PHILADELPHIA**—Herman Kaplan, sales promotion manager, and Red Schwartz, national promotion manager for Cameo-Parkway Records have exited the Philadelphia-based diskery in the wake of an extensive company reorganization move.

# FINALISTS FOR NARAS 1963 GRAMMY AWARDS

## RECORD OF THE YEAR



DAYS OF WINE AND ROSES

Henry Mancini  
RCA Victor



DOMINIQUE

The Singing Nun  
Philips



HAPPY DAYS ARE HERE AGAIN

Barbra Streisand  
Columbia



I WANNA BE AROUND

Tony Bennett  
Columbia



WIVES AND LOVERS

Jack Jones  
Kapp

## ALBUM OF THE YEAR



BACH'S GREATEST HITS

The Swingle Singers  
Philips



THE BARBRA STREISAND ALBUM

Barbra Streisand  
Columbia



THE DAYS OF WINE AND ROSES

Andy Williams  
Columbia



HONEY IN THE HORN

Al Hirt  
RCA Victor



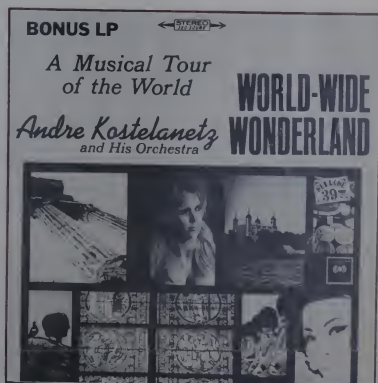
THE SINGING NUN

Soeur Sourire  
Philips

# TIMED FOR PROFIT!

## TWO EXCITING ANDRE KOSTELANETZ ALBUMS PACKAGED TOGETHER

### AT A SPECIAL LOW PRICE!



# A WORLD'S FAIR OF ENTERTAINMENT ON COLUMBIA RECORDS

# BM Musical Theater Gets Professional Eye

Musical Theater Workshop is coming out of the classroom and into the open. Beginning Tuesday (14) a group of aspiring

## Connie Chases Hawaiian Eye For Happy Bit

BOSTON—The jump from songstress on a TV show ("Hawaiian Eye") to supper club dates does not seem to have been too big a leap for Warner Bros. recording artist Connie Stevens. She is an unusual performer insofar as she emerges as a sort of girlish bombshell with a happy-go-lucky style that intersperses her songs with anecdotes, and if she tells one that misses its mark she upbraids her audience into believing that it could almost be funny.

When the curtain opens in the big Framingham, Monticello, there is the feeling that she's going to be dead with her little girl gamine approach. But as she swings into "Big Wide, Wonderful World" and "I Can't Give You Anything But Love," it seems that she can be agile and electrically alive. Were it not for a touch of overacting, which fortunately does not come over in her records, she might come over in a clearer, bigger way. But she does seem at home in such as the rushing rhythm of "The Trolley Song" and "The Iking of You."

Miss Stevens slips into a style that suits her personality in a couple of Hawaiian numbers, and in her rendition of "Hey, Little Girl" perhaps strikes her best stride. She may have made a mistake by bringing her brother, Chuck, who acts as leader and drummer, so prominently into their. Their appropriation society act is a little overdone, and Chuck's rendition of "Tomboy" is almost too much to take. But Miss Stevens' performance, while not yet all of a piece, could, with some good advice, be worked into something that would hold the night club clientele. CAMERON DEWAR

composers and lyricists in the Broadcast Music, Inc.-sponsored workshop will present a series of three one-hour showcases under direction of Lehman Engel at the Midland Theater in New York. The series is aimed at showcasing the neophyte talent exclusively for producers, directors, publishers and agents.

The program will feature works by members of the workshop ranging from assigned exercises based on musical adaptations of scenes from Shakespeare to contemporary drama, including original material designed for the musical theater. One of the projects on the schedule is a musical adapta-

tion of Joshua Logan's "The Wisteria Trees."

BM launched its musical Theater Workshop four years ago to expand the opportunity for creative activity in the theater by composers and lyricists. BMI's sponsorship of the workshop is similar in concept to that of the Musical Theatre Workshop. (Continued on page 46)

## Brilliant Blue Grass Grows At Carnegie

## Morgana King Is Queenly At The Most

Morgana King is singing better than ever. The young lady who is currently appearing at The Most, the night spot on New York's East Side, has a delicacy and musicianship that is rare in today's class singing corps. In addition, the lady has showmanship.

She has an easy style and grace on the stand with touches of humor. Like her voice, her way with the crowd is filled with soft and neatly timed introductions and she varies her program with a diversity of (Continued on page 46)

NEW YORK—An avid audience of young adults listened raptly to the pickin' and singing of what many consider the greatest bluegrass act of them all—Flatt & Scruggs—in Carnegie Hall Friday (3). This was a repeat performance, and on every count it must be judged a notable success.

Backed by their instrumental group, the Foggy Mountain Boys, the music was by turns haunting in its complex melodic and harmonic patterns and amazing for its technical brilliance. That three-finger style of Scruggs on the five-string banjo is just too, too much; and the tenor voice and guitar picking of Lester Flatt is also highly individualistic. Their combined talents make one of the great country and folk acts and it is difficult to classify the urban audiences, such as the one in Carnegie Hall—now rec-

(Continued on page 46)

## PEOPLE AND PLACES

By MIKE GROSS

Allan Sherman really started something with his "My Son, The Folk singer" click. The New York Daily News captioned its announcement of the Broadway movie for "My Son, The Nut," and Judith Crist, music reviewer for the Herald Tribune, subtitled "The Fall of the Roman Empire." "My Son, The Crazy Emperor." More than 250 disk jockeys, assorted radio and newspaper people lined up at the Americana Hotel last week for a cocktail party honoring Julie London who's appearing at the Royal Box. Leon Carr and Earl Shuman, hitherto identified with the pop song field, will write the score for "Secret Made of Water." A new musical being readied for a fall production off-Broadway by producer Joe Manchester. Joe Bushkin winged to Los Angeles last week to confer with Warner Bros. executives about cutting a series of albums.

Conrad Francis is adding to interviewers that within a few years she'd like to retire from singing and establish a record business devoted to giving unknown singers a chance. . . Nino Oliviero, co-composer of "More," with Rik Ortolano was inadvertently omitted in Billboard's mention of song credits in the March issue. . . The Dave Clark Five have been set for their first concert appearance in this country at Carnegie Hall on May 29. Concert will be presented by Theater Three Productions which did the name for the Beatles. . . Singer Judy Berry into the VIP. Madison in New York in early May. . . Gene Krupa and his quartet follow their current stand at Chicago's London House with two weeks at the Crystal Palace in St. Louis beginning April 20. . . Rick Little, Canadian comic, has set the title for his Capitol Christmas release, "A Little of Hollywood." It will feature many of his American impersonations. . . Jeno Mateo cut "Pledge of Allegiance—1964" for Ham Records. The Ham banner stands for Hungarian-American Management.

SOCIAL NOTES: Linda Mac Schwartz was married on April 12 to Boris Tupper. The bride is the daughter of Louis E. Schwartz, business manager of Mills Music. . . Dick Broderick, manager of RCA Victor's international division, became the father of another daughter March 16 in Teaneck, N. J. He now has five daughters and one son. . . A son was born to Mrs. Joshua Shelley New York April 4. . . Across professional boundaries, known as Molly McCarty; the father is a producer with Talent Associates.

## New York PRESS BOX SCORE

### "HIGH SPIRITS"

"High Spirits," the musical based on Noel Coward's "Bohème Spirit," by Hugh Martin and Timothy Gray, who wrote the book, music and lyrics, opened on Broadway April 7 to generally good notices. ABC-Paramount will issue the original cast album and Mervin Richmond is publishing the score. Following is a breakdown of the New York press critical appraisal of the show and the score:

**TIMES SHOW**— "builds cheerfully and smartly."  
**SCORE**—"The songs have twenty-eight style."

**HERALD TRIBUNE SHOW**— "a smoothly arranged, pleasantly intimate, amply easy-going improvisation that is long on casual charm and short on ideas."

**SCORE**—"Composers Martin and Gray seem to have kept too close an eye on the commercial business of writing their numbers so that they show for recording use."

**DAILY NEWS SHOW**— "has elevated by several notches the tone of Broadway's current musical theater simply by being beguiling."

**SCORE**—"The songs are good humored or melodious as the need arises."

**POST SHOW**— "at least retains some of the excellence of the delicious comedy that Noel Coward wrote at the top of his skill."

**SCORE**—"The new numbers are agreeable though hardly notable."

**JOURNAL-AMERICAN SHOW**— "there are enough Cowards left in the book to give it a sound and wonderfully reminiscent quality."

**SCORE**—"It is a thoroughly satisfactory score."

**WORLD-TELEGRAM SHOW**— "has more than Miss Beatrix Little going for it—enough to qualify it as a success, and to weigh favorably against the several aspects of the show which are decidedly commonplace."

**SHOW**— "musical contribution is seldom more than adequate in its least moments, and frequently is much less."

### "ANYONE CAN WHISTLE"

"Anyone Can Whistle," a new musical by Arthur Laurents (book) and Stephen Sondheim (score), opened on Broadway April 4 to unfavorable notices from four of the six N.Y. critics. Columbia will record the original cast album. The Sondheim score is published by Burtin Music.

Following is a breakdown of the New York press critical appraisal of the show and the score:

**BILLBOARD'S MIKE GROSS SHOW**— "Offbeat and often inventive but falls apart in its saphorous platitudes."

**SCORE**—"Strays from the Broadway formula with an imaginative flair that will take time to catch on. A recording of the score will be worthwhile but not too profitable."

**TIMES SHOW**— "forgets to offer much entertainment."  
**SCORE**—"Mr. Sondheim has written several pleasing songs but not enough of them to give the musical wings."

**HERALD TRIBUNE SHOW**— "an exasperating musical comedy."  
**SCORE**—"works long and awkwardly to drive the social lessons home."

**DAILY NEWS SHOW**— "an unusual, far-out musical, an imaginative story which the cast and I had to cope with rather strenuously."

**SCORE**—"a barely suspended score, educated lyrics."

**POST SHOW**— "ponderously heavy-handed and clumsily vague."  
**SCORE**—"And I thought Mr. Sondheim's were suffered from the composer's determination to escape any accusation of giving the audience a good, lively tune."

**JOURNAL-AMERICAN SHOW**— "It is fey and fantastic and I believe it will give you a happy exception evening."

**SCORE**—"The score may not be immediately inspiring, but I think the lyrics were bright and original."

**WORLD-TELEGRAM SHOW**— "You have no idea how many break-taking surprises are in store spectacularly original."

**SCORE**—"Sondheim's music and lyrics deserve an entire review in themselves."

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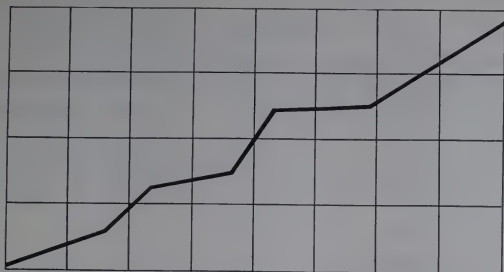
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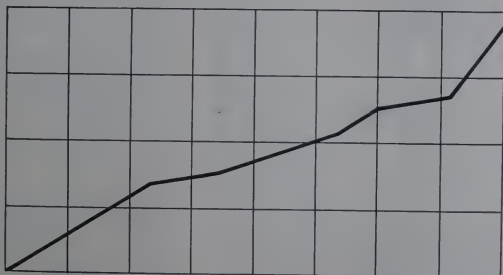


EDIE ADAMS and Jon Early met at the New York premiere of "The Best Man" last week. Edie is one of the film's stars and Jon is the new United Artists Records singer who recorded the title song with Mort Lindsay and Noel Sherman.

BILLBOARD, April 18, 1964



**"It's Over" builds to a fantastic emotional peak, typical of Roy Orbison's music.**



**"It's Over" is headed for a fantastic sales peak, typical of Roy Orbison's music.**



**"It's Over" <sup>45-837</sup>**  
**New smash by**  
**Roy Orbison.**

**monument is artistry**  
 Monument Record Corporation

Exclusive Management  
 MONUMENT RECORDS CORPORATION  
 Nashville, Tennessee  
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# Side Shows—The Show At NBA Chi Convention

## RIAA's Brief Demonstrates Bright Figures

• Continued from page 1

The NAB has already extended invitation to RIAA's appeal at this year's convention.

Aided by colorful slides and musical excerpts from best-selling albums, Brief told the broadcasters that the record industry now provides 80 per cent of the average radio station's programming.

"Our stock in trade is also yours, our hits are your hits, the artists and repertoire that induce people to buy a record are the same ones that get people to listen to your stations and buy the products you advertise," Brief said.

As an aid to programming Brief revealed some potent statistics about the record industry and the hiving habits of listeners.

### \$68 Million A Year

More than \$68,000,000 is invested in new record product each year, with some 10,000 new records released annually. The programmers who often wonder about how many records they may listen to during a 12-month period learned that the new releases were composed of 6,500 singles and better than 3,500.

(Continued on page 20)

## VOX JOX

By GIL FAGEN



Lee Jordan, WCBS (New York City) air personality hosted the Second Annual "Festival of Music of Broadway" at Carnegie Hall, Sunday (19). The spectacular evening of entertainment started with Barbara Cook, Joe Ferrer and Florence Henderson, Craig Stevens, Georgia Brown and a host of others who performed on behalf of the 1964 fund-raising Crusade of the American Cancer Society, N.Y.C. Division. The entire production was under the direction of WCBS program director, Joe Cook, and was broadcast live over the CBS station.

WMCA (New York City) nighttime deejay B. Mitchell Reed registers surprise and delight upon learning that many teen-agers in the area are making "Good God" sweatshirts from "Good Guy" sweatshirts.

(Continued on page 20)

## R.T. LICENSES DUE APRIL 19

WASHINGTON, D.C.—The NAB has issued a reminder to all radio stations regarding the April 19 deadline for stations to comply with the new FCC requirement for "combo" personnel to have Third Class Radio License. Operator Licenses. The NAB engineering office has published a "Study Guide for the Radio License With Broadcast Equipment."

## BMI Kudos For Stations

NEW YORK — WKBF, Buffalo KMOX-TV, St. Louis, and WNED-TV, Buffalo, were named winners of the Radio-Television History Contest sponsored for the fifth year by Broadcast Music, Inc. and the American Association for State and Local History.

The prize-winning radio program, "The Death of McKinley," a 30-minute series entitled "Profile," dealing with famous figures in history, and is a part of a three-hour block of programming aired each Sunday evening on WKBF.

The taping television programs were "The McKinley Assassination," a 30-minute program produced by WNED-TV in cooperation with the Buffalo and Erie County Historical Society, and "The Paxan," a 30-minute program produced by KMOX-TV which tells the story of Sam Blow, a Missouri slave nicknamed Dred Scott.

Cash awards of \$5,000 were presented by BMI at the NAB Convention last week to the winning broadcasters, with the co-winners sharing the prize. Awards of \$500 were also made to the Buffalo and Erie County Historical Society and the University of New York, Buffalo, for co-operating in the production of the winning programs.

WNED, Detroit; WKY, Walla Walla, Wash., and WKU-TV, Oklahoma City, received honorable mention awards.

## WITH THE COUNTRY JOEYS

By BILL L. SACHS

Ed Farni, formerly with KDWB, Minneapolis, has been named general manager of KTCR, Minneapolis country music station. Also new on the station is Ralph Bebeau, P.D. and music director, who does a daily air shift from 10 a.m. till noon, and Tom Torrance, who has taken over as public service and news director. Spinning the country platters on KTCR are Jay Jensen, Vern Arthur, Texas Bill Strength and Johnny Long. — Norm Keller registers success for his "Radio Trading Post" seg. heard daily, 5 a.m. to 9 a.m., on WMOH, Hamilton, Ohio. Program features country music and the use of beepers to put the voices of listeners on the air. The host uses the show to sell, buy, give away, trade, to solve lost

## Vital Radio Still Produces Dull Meeting

• Continued from page 1

consisted of three members of the Code of Honor who dutifully fielded set-up "Answer Man" type questions fired at them by panel moderator, Elmo Ellis, general manager, WSB, Atlanta, and recently elected chairman of the Radio Code Board. Regardless of contentment from the delegates, it was impossible as time ran out.

Group W's Chairman Donald H. McGannon was justifiably peeved about being named NAB's "Man of the Year." Billy Graham was justifiably dismayed at what he called "broaders failure to uplift their audiences." NAB's President Louis Cohen was expectedly adamant in his stand against hard-liquor and directionalized cigarette advertisements and so on for a review of the expected.

A spark was ignited, however, as the 3,500 broadcasting delegates from across the nation received the now seemingly traditional blast from their regulator, FCC Chairman E. William Henry.

Henry Blast, Chairman Henry criticized the broadcasters on their not defense status of Pacific Ocean radio broadcast provocative programming, saying:

"Your contrasting reactions to these struggles over commercialization, a d. Pacific Foundation cast a disturbing light on the basic motivations of an industry increasingly in business in the public interest. And you might similarly gain insight into the reasons why, for all your magnificent efforts to the public, your critics remain vocal. When you display more interest in defending your freedom to suffocate the public with commercials than in upholding your freedom to provide provocative variety, when you cry 'Censorship!' and call for faith in the founding fathers' wisdom only to protect your balance

(Continued on page 38)

## PROGRAMMING

• READY-TO-GO PROGRAMMING • VOX JOX • PROGRAMMING NEWSLETTER

## A Radio in Every Room Campaign On

NEW YORK — The New York State Broadcasters Association has launched a campaign to encourage hotel and motel operators throughout the State to place radios in all of their rooms.

The drive is being directed by the group's Special Projects Committee under its chairman, Stephen B. Luhniski, vice-president and general manager of WMCA, New York City.

"Today's highly competitive hotel and motel business," Luhniski pointed out, "includes many managers who try to provide the best possible service. Yet too often," he said, "they means first-class rooms, fine views, but no radio."

Particular emphasis was attached by Luhniski to the upcoming New York World's Fair. More than 70 million people are expected at the Fair, so greater New York area's hotels and motels will be serving more than their normal share of occupants.

Joe Cook, WCBS program director, produced a series of one-minute jingles which are being aired more than 8,000 times during the next six weeks on radio stations throughout New York State. Cook also written special live spots which are also being aired for the campaign. The Special Projects Committee of the NSBA is also directing the campaign at the auto traveler by urging them to ask for radio sets in hotels and

motels. The jingles were recorded at WCBS using song stylists Lyn Roberts and Stuart Foster and the CBS orchestra.

### Results Already Noted

William La Brack, supervisor of Schine North Eastern Hotels, has already noted a marked upsurge in request for radios at his hotels and motels since the campaign was launched.

Another favorable reaction was forthcoming from Albert E. Baker, vice-president, Carter Hotels, who said that his firm was confirming after many requests from guests, converting TV sets in rooms so that they may also receive radio programs.

A spokesman for the Hilton Hotels complimented the group for an "outstanding idea," and hastened to add that radios in all rooms is a regular Hilton policy.

Perry S. Samuels, vice-president and general manager of WPTV, Albany-Troy-Schenectady, reported that the station is receiving excellent reports both from hotels in the area, and many of the visitors are listening to the station.

Other members of the Special Projects committee include Dan German, program director, WKTV, Utica; Herb Mendelsohn, vice-president and general manager, WKBF, Buffalo; and Walter A. Schwartz, vice-president and general manager, WABC, New York.

## ARTISTS' BIOGRAPHIES

For your programming use here are pertinent facts about folk artists. If clipped and pasted on 3 by 5 cards these biographies will help you build a convenient file of such data.



### THE SERENDIPITY SINGERS (Phillips)

NAMES: Bryan Bennett, Dan Weintraub, Bob Young, Mike Bromley, Diane Decker and Tommy E. Tiemann. The University of Colorado was the starting point for seven of the members of this multi-talented group. Developing and molding their act in performances for university and civic organizations, the group soon expanded to nine with the addition of Diane Decker and Tommy Tiemann, who had been working throughout the western United States as a folk singing duo.

It wasn't long before news of the Serendipities reached Fred Weintraub, whose previous discoveries include Peter, Paul and Mary, Woody Allen, Bill Cosby and others. Weintraub, who to Colorado, heard the group and arranged for them to appear at New York's Bitter End where they entertained for several months. Here they came under the direction of top managers, making the group a starting point for seven of the members of this multi-talented group. Developing and molding their act in performances for university and civic organizations, the group soon expanded to nine with the addition of Diane Decker and Tommy Tiemann, who had been working throughout the western United States as a folk singing duo.

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Serendipity is defined as the unexpected discovery of a new and happy event.

LATEST SINGLE: "Don't Let the Rain Come Down (Crooked Little Man)" is No. 9 on Billboard's Hot 100 this week.

LATEST ALBUM: "The Serendipity Singers" is in 24th position this week on Billboard's Top LP's chart.

**YOU'VE HEARD THE OTHER SOUND . . .  
HERE'S THE LATEST!  
"THE OXFORD SOUND"**

AS ENGLISH AS A CUP OF TEA

**CHAD STUART  
and  
JEREMY CLYDE  
"YESTERDAY'S  
GONE"**

To be seen on the Holly-  
wood Palace Show April  
18 and the Steve Allen  
Show on May 7

**WA 1022**

PROGRAMMING INFO  
Jeremy is the grandson  
of the Duke of Walling-  
ton. Chad is the writer  
of this song hit.



AMERICA'S LATEST & GREATEST  
IMPORT FROM ENGLAND!

**CHRISTINE  
QUAITE  
"TELL ME  
MAMMA"**

**WA 1022**

**BREAKING BIG  
ALL THROUGHOUT  
THE COUNTRY!**



**World Artists Records, Inc.**

550 GRANT STREET, PITTSBURGH, PA. PHONE: 412-281-1110

# RADIO RESPONSE RATINGS

## ST. LOUIS, MO.

### TOP STATIONS

| Rank | Call Letters | % of Total Points |
|------|--------------|-------------------|
|------|--------------|-------------------|

#### \* For POPULAR Singles

|   |      |     |
|---|------|-----|
| 1 | KATZ | 35% |
| 2 | WLS  | 25% |

#### \* For POPULAR LP's

|                |      |     |
|----------------|------|-----|
| 1              | WUE  | 35% |
| 2              | KWV  | 24% |
| 3              | KIS  | 22% |
| 4              | KMOE | 9%  |
| 5              | KXOE | 8%  |
| Others         |      | 4%  |
| (WLS, KSTL-FM) |      |     |

#### \* For R.B.

|   |      |     |
|---|------|-----|
| 1 | KATZ | 40% |
| 2 | KSLW | 40% |

#### \* For JAZZ

|                                        |      |     |
|----------------------------------------|------|-----|
| 1                                      | KATZ | 33% |
| 2                                      | KSLW | 27% |
| 3                                      | WUE  | 9%  |
| Others                                 |      | 11% |
| (KATZ, KSLW, KATZ-AM & KATZ-FM Stereo) |      |     |

#### \* For COUNTRY MUSIC

|   |      |     |
|---|------|-----|
| 1 | KSTL | 81% |
| 2 | KXOE | 19% |

#### \* For FOLK

|                   |         |     |
|-------------------|---------|-----|
| 1                 | KSTL    | 35% |
| 2                 | KCFM-FM | 22% |
| 3                 | KSLW    | 12% |
| Others            |         | 10% |
| (WUE, KMOE, KSTL) |         |     |

#### \* For COMEDY

|            |     |     |
|------------|-----|-----|
| 1          | KWV | 30% |
| Others     |     | 30% |
| (WUE, KSL) |     |     |

#### \* For CLASSICAL

|                                |                     |     |
|--------------------------------|---------------------|-----|
| 1                              | KCFM-FM (Stereo)    | 35% |
| 2                              | KSTL-AM-FM (Stereo) | 25% |
| 3                              | KSLW-AM (Stereo)    | 18% |
| Others                         |                     | 11% |
| (KATZ, KSLW, KATZ-AM, KATZ-FM) |                     |     |

Note: KATZ-AM and KATZ-FM are simulcast during the day after sundown KATZ-AM goes off the air. KATZ-FM continues. KATZ-AM is licensed to St. Charles.

#### \* For SINGLES

|        |     |     |
|--------|-----|-----|
| 1      | WUE | 31% |
| 2      | KWV | 21% |
| Others |     | 30% |

## BIRMINGHAM, ALA.

### TOP STATIONS

| Rank | Call Letters | % of Total Points |
|------|--------------|-------------------|
|------|--------------|-------------------|

#### \* For POPULAR Singles

|   |      |     |
|---|------|-----|
| 1 | WTOL | 38% |
| 2 | WISN | 35% |
| 3 | WYDE | 22% |

#### \* For POPULAR LP's

|                          |      |     |
|--------------------------|------|-----|
| 1                        | WAPI | 34% |
| 2                        | WBBC | 29% |
| Others                   |      | 10% |
| (WYDE, WTOL, WISN-FM-AM) |      |     |

#### \* For R.B.

|   |      |     |
|---|------|-----|
| 1 | WYDE | 55% |
| 2 | WBBC | 43% |

#### \* For JAZZ

|              |      |     |
|--------------|------|-----|
| 1            | WYDE | 55% |
| 2            | WBBC | 37% |
| Others       |      | 10% |
| (WAPI, WBBC) |      |     |

#### \* For COUNTRY MUSIC

|              |      |     |
|--------------|------|-----|
| 1            | WYDE | 45% |
| 2            | WTOL | 42% |
| Others       |      | 13% |
| (WYDE, WTOL) |      |     |

#### \* For SINGLES

|                      |      |     |
|----------------------|------|-----|
| (Middle of the Road) |      |     |
| 1                    | WAPI | 42% |
| 2                    | WBBC | 34% |
| 3                    | WYDE | 21% |
| 4                    | WYDE | 8%  |

### TOP DISK JOCKEYS

| Rank | Disc Jockey | Call Letters | % of Total Points | % of 1st Place Votes |
|------|-------------|--------------|-------------------|----------------------|
|------|-------------|--------------|-------------------|----------------------|

#### \* For POPULAR Singles

|        |                |      |     |  |
|--------|----------------|------|-----|--|
| 1      | Johnny Rabbitt | KXOE | 35% |  |
| 2      | Don Loney      | WLS  | 33% |  |
| 3      | Ray Ellis      | KXOE | 19% |  |
| Others |                |      | 13% |  |

#### \* For POPULAR LP's

|   |                   |  |  |  |
|---|-------------------|--|--|--|
| 1 | Joe Adams-WLS     |  |  |  |
| 2 | Dave Diamond-WLS  |  |  |  |
| 3 | Bob DeLoach-WLS   |  |  |  |
| 4 | Peter Martin-KXOE |  |  |  |
| 5 | Ed Wilson-WLS     |  |  |  |

#### \* For POPULAR LP's

|        |                    |      |     |  |
|--------|--------------------|------|-----|--|
| 1      | Lee Collier (Tie)  | WUE  | 22% |  |
| 2      | Buddy Monroe (Tie) | KWV  | 22% |  |
| 3      | Bill Newman        | KSL  | 16% |  |
| 4      | Bill Jenkins       | KWV  | 16% |  |
| 5      | John McCormick     | KMOE | 9%  |  |
| Others |                    |      | 31% |  |

|   |                   |  |  |  |
|---|-------------------|--|--|--|
| 1 | Jim Tassarich-WUE |  |  |  |
| 2 | Ray Reynolds-WUE  |  |  |  |
| 3 | Herry Fender-KMOE |  |  |  |
| 4 | Don Loney-WLS     |  |  |  |
| 5 | Don Lipe-WUE      |  |  |  |
| 6 | Jim Burks-KSL     |  |  |  |
| 7 | Peter Martin-KXOE |  |  |  |
| 8 | Dave Diamond-WLS  |  |  |  |

#### \* For R.B.

|        |              |      |     |  |
|--------|--------------|------|-----|--|
| 1      | Bono Bono    | KATZ | 47% |  |
| 2      | Low Thines   | KSLW | 22% |  |
| 3      | Robert O. B. | KATZ | 14% |  |
| Others |              |      | 15% |  |

|   |                    |  |  |  |
|---|--------------------|--|--|--|
| 1 | Neil Atkins-KSLW   |  |  |  |
| 2 | Spauld Burris-KATZ |  |  |  |
| 3 | George Lopez-KSLW  |  |  |  |
| 4 | Gabriel-YATZ       |  |  |  |
| 5 | Gray-KATZ          |  |  |  |

#### \* For JAZZ

|        |               |      |     |  |
|--------|---------------|------|-----|--|
| 1      | Spauld Burris | KATZ | 53% |  |
| 2      | Low Thines    | KSLW | 26% |  |
| Others |               |      | 19% |  |

|   |                     |  |  |  |
|---|---------------------|--|--|--|
| 1 | Isaac Chase-KCFM-FM |  |  |  |
| 2 | Bill Jenkins-WLS    |  |  |  |

#### \* For COUNTRY MUSIC

|   |                |      |     |  |
|---|----------------|------|-----|--|
| 1 | Shirley Taylor | KSTL | 46% |  |
| 2 | Bill Grams     | KSTL | 36% |  |
| 3 | Johnny Stone   | KSTL | 22% |  |

## STATIONS BY FORMAT

ST. LOUIS: Ninth largest radio market. Eleven AM, 7 FM. Two contemporary, 2 pop-standard, 2 r.b., 1 standard-pop, 1 standard and 1 educational.

**KNOR:** 5,000 watts. Storz Broadcasting Company. **Music format:** Contemporary. Highly identifiable air personalities. Strong on and off-the-air promotion. General manager, C. L. (Chet) Thomas. Program director, Bud Connell.

**WLS:** 5,000 watts. A Balaban station. **Music format:** Contemporary. Highly identifiable air personalities. Strong on and off-the-air promotion. Mark Century is the carte package user. Executive vice-president and managing director, John B. Production Assistant, Bruce Sill. Program and music director, Dave Diamond (also does air show 1-4 p.m. M-F).

**WUE:** 1,000 watts day. Franklin Broadcasting Company. **Music format:** Pop-Standard. Station marks 43rd broadcasting anniversary April 26. Music played is of wide variety with emphasis on new and hit singles of a non-fretic nature. LP plays are standard of current release. Vice-president and general manager, Charles P. Stanley. Program director, Lee Collier (also does air show 3 to 6 p.m. daily).

**KWK:** 5,000 watts. Independent. **Music format:** Pop-Standard. Station emphasizes its air personalities. Specializing in newscasts 8 a.m., noon and 5 p.m. daily. Station manager, D. E. Hamel. Program director, Jim Donnell.

**KSD:** 5,000 watts. Pulitzer Publishing Company (St. Louis Post Dispatch). NBC affiliate. **Music format:** Standard-Pop. Highly identifiable air personalities. Efficient and respected news operation headed by Rex Davis. Twelve-man news staff. Special programs include "Russ Davis' Playhouse Party," noon to 3 p.m., "live" audience show. General manager, Harold Grams. Program manager, Sterling Harkins.

**KATZ:** 5,000 watts. Independent. **Music format:** R.B.-Contemporary. Negro-oriented programming. Highly identifiable air personalities. Heavy community affairs involvement and public affairs projects. Special programs include "Highway to Heaven," 5 to 7 a.m., with The Rev. H. L. Herod and "Gracy's Pantry," female deejays show 2-30-3 p.m. daily. General manager, Martin Brown. Program director, Dave Dixon (also does air show 3 to 6 p.m. and 9 p.m. to midnight daily).

**KMOX:** 50,000 watts. CBS-owned. **Music format:** Standard. Station is among the nation's leaders and pioneer of "information programming" using short talk features and extended in-depth news reports throughout day. Michaelson drama packages used. Heavy news schedule carried. Large and highly respected local news staff. Music is played in late evening, early morning and on weekends primarily. General manager, Robert Hyland.

**KSLW:** 1,000 watts day. Independent. **Music format:** R.B.-Jazz-Gospel. President and general manager, Richard J. Miller. Program director, Marshall Zwick.

**KXEN:** 50,000 watts day. Independent. **Music format:** Country-Western and Gospel. President and general manager, William F. Garrett.

**KSTL:** 1,000 watts day. Independent. **Music format:** Country-Western-Folk. Highly identifiable air personalities. President and general manager, Dick J. Kasten. Assistant manager and program manager, William L. Veiemeier.

**BIRMINGHAM:** Nation's 46th largest radio market. Eleven AM, 5 FM. One standard, 1 pop-standard, 1 conservative, 1 conservative, 2 r.b., 1 pop-standard, 1 country-western, 1 contemporary, 1 contemporary.

**WYDE:** 10,000 watts day. 1,000 watts night. Independent. **Music format:** Pop-Contemporary. Special programming includes "The Is" series. Informational programs on law, health and education. "Sunday Symphony," 9:30 Sunday morning. (Program recently featured complete works of Bruckner). President, Emil Mogul. Program director, Bob Sandman (does air show daily under name Bob Sands).

(Continued on page 16)

**THE RADIO RESPONSE RATINGS** of stations and individual air personalities have been determined by survey of local and national record promotion personnel, distributors and record manufacturers. Not a popularity poll, the ratings are based strictly on the comparative ability of the stations and air personalities to influence their listeners to purchase the singles and albums played on the air. The ratings likewise point up the importance of music of all types in building audiences and creating the framework conducive to influencing the listener to purchase other products and services advertised on radio stations.

**FORMAT GLOSSARY:** "Contemporary"—Stations that play primarily singles and LPs of a "rock-n-roll" and rhythm and blues nature. "Pop Contemporary"—Stations that feature rock-n-roll and rhythm and blues music, as well as current singles and LPs of a non-rock nature. "Pop-Standard"—Stations programming current and stock singles and LPs, excluding rock-n-roll and rhythm and blues. "Standard-Pop"—Same as "Pop-Standard" with stations emphasizing standards to current pop singles. "Standard"—Stations programming current or stock versions of the old standards called verisimilitude from LPs. Rock-n-roll and "teen sound" excluded. "Conservative"—Stations featuring primarily LP music of a subdued nature in tone and performance. Background instrumental music. "Classical"—Country & Western. "Jazz." "Rhythm & Blues." "Ethnic"—Stations programming more than 50 percent of their music in the above mentioned particular categories.

**yeah, yeah, yeah . . . from Swan**

**LA LA**

S-4176

**THE  
COBRAS**

**I'VE GOT MINE,  
YOU BETTER GET  
YOURS**

S-4177

**THE  
SAPPHIRES**

**2**

**new  
albums  
from  
Swan**

**The  
SAPPHIRES**

**LP-513**

Including—WHO DO YOU LOVE,  
WHERE'S JOHNNY NOW  
PLUS—Their latest Hit single  
I'VE GOT MINE, YOU BETTER  
GET YOURS



**AI FISHER  
&  
Lou MARKS**

**LP-514**

THE COMEDY ALBUM  
OF THE YEAR!  
WITH THE COMEDY  
TEAM OF THE YEAR!



Continued from page 14

**WAPI:** 50,000 watts day, 5,000 watts night, Independent. NBC affiliate. Music format: Standard. Highly identifiable air personalities. Eight-man news department is largest in State. Documentaries aired regularly. Highly respected community image. Special programming include: "The People Speak," audience telephone participation show with Dave Campbell, 9 p.m. to midnight; "Bette Lee Reports," with WAPI Women's Director and international traveler, Bette Lee (show uses local and national guests); Auburn College football carried, plus "Sports Digest," with Buddy Rutledge, 3:30-4 p.m. daily, and "Sports Outdoors," with Dave Campbell 6:45-6:55 (daily. Vice-president and general manager, Donald D. Wear. Program director, Charles Davis (also does air show 5:30 to 9 a.m. daily).

**WATY:** 1,000 watts day, Independent. CBS affiliate. Music format: Conservative-Standard. Full CBS Radio Net schedule carried. President, general manager and p.d., Maury Farrell.

**WYAM:** 1,000 watts day, 250 watts night, Independent. Music format: Country-Western-Gospel. General manager, Hal Hodgins. Program director, Fred Lehm.

**WBRC:** 5,000 watts. Taft-owned. Mutual affiliate. Music format: Standard-Conservative. General manager, James Bailey. Program director, Richard Deacon.

**WYOK:** 50,000 watts day, Independent. Music format: Country-Western-Contemporary. Highly identifiable air personalities. Station programs regionally. Uses warm, folksy approach with air personalities and programming. President, Iralee W. Benn.

**WCRT:** 5,000 watts day, Independent. Music format: Conservative. Station plays background instrumental-type music but does have one air personality, Roland Childs, who does controversial-nominee deejays shows in the early morning and early evening day. General manager, Bill Kennedy. Program director, Peggy Ferber.

**WSON:** 5,000 watts day, 10,000 watts night, Independent. Music format: Contemporary. Press Club Award in 1963 for "Best Over-All News Coverage," "Best Promotion" (on WSON "Good Guys") and "Best Commercial and Station Promotion," for broadcasts of the Alabama football games. Station has just discontinued its "Miss Midnight" (an all-night female deejay show. Glenn Powers now hosts the segment "Dick Clark Show" discontinued last week about one-year run). General manager, Ben K. McKinnon. Program director, Jim Taber (also does air show 3 to 6 p.m. daily).

**WJLD:** 1,000 watts day, 250 watts night, Independent. Music format: R.B.-Contemporary. Highly identifiable air personalities. Negro-oriented programming. Manager, C. Otis Dodge.

**WENN:** 5,000 watts day, McLendon ebony station. Music format: R.B.-Contemporary. Negro-oriented programming. Highly identifiable air personalities. Vice-president and general manager, Joe Lackey.

**WINDSOR, Ontario** — The first private Canadian radio station to hit the airwaves in Windsor, CKWW, began commercial broadcasting last week. Although the station will beam into the Detroit area, programming will be aimed at Windsor listeners and no Detroit advertising will be carried.

The new station is captained by Royce Frith, former CTW network personality who will do a daily talk program. Norm Aldred leaves broadcasting in Toledo to take over the program manager's desk and the morning air show. Ron Bourgeois has been slotted in the mid-morning. Other air staffers are John Langston, formerly of CHWO; Stanley Switzer, Charles Freeland and Mary Roberts.

Among the special programming to be done by the station will be blocks of 30-minute local newscasts.

| This Week |                                                                  | 7 Weeks | From this week's list, selected from the current and 100 weeks ending in the 100    |      | Weeks on |
|-----------|------------------------------------------------------------------|---------|-------------------------------------------------------------------------------------|------|----------|
| Rank      | 1                                                                | 2       | TITLE, ARTIST, LABEL                                                                | Rank | 100      |
| 1         | HELLO, DOLLY, Louis Armstrong, Kapp 573                          | 1       | DON'T LET THE RAIN COME DOWN (Cashed Little Man), Sirensight Singers, Philips 40175 | 1    | 10       |
| 2         | WHITE ON WHITE, Danny Williams, United Artists 685               | 2       | MY HEART BELONGS TO ONLY YOU, Bobby Vinton, Epic 9662                               | 2    | 8        |
| 3         | THINE, Brenda Lee, Decca 31599                                   | 3       | FOR EVER, Patsy Cline, Smash 1067                                                   | 3    | 7        |
| 4         | SHAMPOI LA, Robert Maxwell, His Harmony & Orchestra, Decca 25622 | 4       | THEY ARE A WONDERFUL PEOPLE, Paul & Mary, Warner Bros. 5418                         | 4    | 7        |
| 5         | TELL IT ON THE MOUNTAIN, Patsy & Mary, Warner Bros. 5418         | 5       | JACK, Al Hirt, RCA Victor 8280                                                      | 5    | 16       |
| 6         | SHAMPOI LA, Robert Maxwell, His Harmony & Orchestra, Decca 25622 | 6       | PIMP PATRICK TREME, Henry Mancini & His Orchestra, RCA Victor 8286                  | 6    | 4        |
| 7         | CHARADE, Sammy Kaye & His Orchestra, Decca 31589                 | 7       | OUR EVERLASTING LOVE, Baby & The Belmatics, Kapp 578                                | 7    | 2        |
| 8         | OUR EVERLASTING LOVE, Baby & The Belmatics, Kapp 578             | 8       | EDITH CAMPBELL, Al Hirt, RCA Victor 8346                                            | 8    | 2        |
| 9         | SHOULDER CASE, Gloria Lynne, Everest 2043                        | 9       | DIAMOND, Bacharach, London 9839                                                     | 9    | 1        |
| 10        | WHOLE FOR EACH OTHER, Andy Williams, Columbia 43015              | 10      | MELANIE BRUMMER, Mary, Mary's Majors, United Artists 710                            | 10   | 1        |
| 11        | SHAMPOI LA, Robert Maxwell, His Harmony & Orchestra, Decca 25622 | 11      | WHEATERS HE HEARD YOU, Bobby Goldstone, United Artists 710                          | 11   | 1        |
| 12        | SHAMPOI LA, Robert Maxwell, His Harmony & Orchestra, Decca 25622 | 12      |                                                                                     | 12   | 1        |
| 13        | SHAMPOI LA, Robert Maxwell, His Harmony & Orchestra, Decca 25622 | 13      |                                                                                     | 13   | 1        |
| 14        | SHAMPOI LA, Robert Maxwell, His Harmony & Orchestra, Decca 25622 | 14      |                                                                                     | 14   | 1        |
| 15        | SHAMPOI LA, Robert Maxwell, His Harmony & Orchestra, Decca 25622 | 15      |                                                                                     | 15   | 1        |
| 16        | SHAMPOI LA, Robert Maxwell, His Harmony & Orchestra, Decca 25622 | 16      |                                                                                     | 16   | 1        |
| 17        | SHAMPOI LA, Robert Maxwell, His Harmony & Orchestra, Decca 25622 | 17      |                                                                                     | 17   | 1        |
| 18        | SHAMPOI LA, Robert Maxwell, His Harmony & Orchestra, Decca 25622 | 18      |                                                                                     | 18   | 1        |
| 19        | SHAMPOI LA, Robert Maxwell, His Harmony & Orchestra, Decca 25622 | 19      |                                                                                     | 19   | 1        |
| 20        | SHAMPOI LA, Robert Maxwell, His Harmony & Orchestra, Decca 25622 | 20      |                                                                                     | 20   | 1        |

## YESTERYEAR'S HITS

Change-of-pace programming from your library's shelves, featuring the disks that were the hottest in the last five years ago and ten years ago this week. Here's how they ranked in Billboard's chart of the time:

### POP-5 Years Ago April 20, 1959

1. Come Softly to Me, Fleetwood, Decca
2. Vamps, F. Avalon, Chancellor
3. Pink Shocker, D. Stevens, Crystalline
4. I Need Your Love Tonight, E. Presley, RCA Victor
5. A Fool Such as I, E. Presley, RCA Victor
6. Never Be Anyone Else But You, E. Presley, RCA Victor
7. Gutter Grange, Virtues, Hoot
8. It's Just a Matter of Time, D. Barlow, Mercury
9. Tragedy, F. Warner, Farward
10. It's Love, E. Nelson, Imperial

### POP-10 Years Ago April 17, 1949

1. Wasted, P. Conn, RCA Victor
2. Make Love to Me, J. Stafford, Columbia
3. Cross Over the Bridge, P. Page, Mercury
4. I Get So Lonely, Four Knights, Capitol
5. Young of Heart, F. Healey, Capitol
6. Secret Love, D. Day, Columbia
7. Answer Me, My Love, R. E. Cole, Capitol
8. I Got a Girl, E. Fisher, RCA Victor
9. How, Y. Martin, RCA Victor
10. How With the Beale, Amos Brothers, RCA Victor

### RHYTHM & BLUES-5 Years Ago-April 20, 1959

- It's Just a Matter of Time, D. Barlow, Mercury  
 Everybody Loves to Cha Cha, S. Cooke, Kapp  
 That's Why, J. Williams, Brunswick  
 Almost Grown, C. Barry, Chess  
 Come Softly to Me, Fleetwood, Decca

- Charlie Brown, Coasters, Alca  
 Guess Who, J. Belton, RCA Victor  
 Since I Didn't Have You, Skyliners, Calico  
 So Fine, Florida, DM. Tree  
 Come to Me, M. Johnson, United Artists

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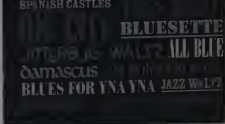
WPI 1819/ST-1819



WPI 1818/ST-1818



PJ 81/ST-81



PJ 81/ST-81



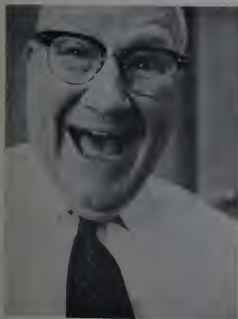
PJ 81/ST-81

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# COUNTRY MUSIC

## Plan Folk Culture Center For Mountain View, Ark.

NASHVILLE — The quaint haunts of Blecker Street's barefoot folk lovers will have to take a back seat in the folk world April 17, 18, and 19 when The Rackensack Folklore Society of Mountain View, Ark., presents the Second Annual Arkansas Folk Festival in the foothills of the beautiful Ozark Mountains.

Actually, the back seat position could last for considerably more than three days if some of the plans for the region develop—and there is every reason to think the plans will be carried out.

The "plans"—in case you are wondering—center around a decision by Uncle Sam's Area Development Administration to build an elaborate Folk Culture Center in Mountain View (population 2,378).

The folk center is already on the drawing boards with plans for an auditorium, a crafts building, a folk music school, lodges for vacationers (from Blecker Street), and an Earth Science Building.

The movement has been spearheaded by Jimmy Driftwood, author, musician and folklorist.



JIMMY DRIFTWOOD

and founder of The Rackensack Folklore Society. And he has managed to enlist the support of leading Arkansas citizens for his project. Some of the big names behind the Folk Culture Center include Congressman Wilbur Mills, Sen. William Fulbright and Winthrop Rockefeller, Republican candidate for governor in Arkansas.

Last year, some 20,000 people from 27 states rolled into the little town of Mountain View. This year, Driftwood feels that there will be even more people on hand for the festival.

But if there are those planning to attend for the purpose of hearing the sounds of Peter, Paul and Mary they may be well forget it. Driftwood has no argument with the modern folk groups, but he makes no bones

(Continued on page 30)

## Detroit Scores Fantastic Gross

NASHVILLE — Indianapolis promoters Dick Blake and Jim Peachy continued their successful push of country music with a show in Detroit's Cobo Hall last Sunday which grossed \$40,498.85, according to Hubert Long, who packaged the talent.

The show featured Ferlin Husky, Hank Snow, Webb Pierce, Ernest Tubbs, Skeeter Davis, Minnie Pearl, Bill Anderson, Buck Owens and others. Long said the advance sale was in excess of \$23,000. The results are fantastic," Long said, "especially when you consider that the best seats went for \$3 and were practically sold out."

Long said he feels this puts the country show "in competition with other shows which have been doing it (grossing \$3 top) for years like Victor Borge and others." He said ticket costs are a matter of what the traffic can bear and will vary in each locale, but he was optimistic about prospects for a continuing rise in gate receipts as a result of the growing c&w market and the possibility that tickets may go for higher rates.

Blake and Peachy were all set at week's end for another big show for Sunday, April 12. It was set for the Indianapolis Coliseum and was to feature Ray Price, Faron Young, Dave Dudley, Hank Shephard, Roy Druskey, Skeeter Davis, Ferlin Husky, Ernest Tubbs, Hank Williams Jr., Johnny Tillotson and Sheb Wooley.

# HOT

## Billboard SPECIAL SURVEY FOR WEEK ENDING 4/18/64

| This Week | Last Week | TITLE, Artist, Label & No.                                                           | WEEKS ON CHART |
|-----------|-----------|--------------------------------------------------------------------------------------|----------------|
| 1         | 1         | UNDERSTAND YOUR MAN<br>Jeffrey Rich, Columbia 47964                                  | 9              |
| 2         | 2         | SACINAW, MICHAEL<br>Lafly Frizell, Columbia 47974                                    | 15             |
| 3         | 3         | WELCOME TO MY WORLD<br>Jim Renshaw, RCA Victor 8209                                  | 13             |
| 4         | 6         | MY HEART SKIPS A BEAT<br>Buck Owens, Capitol 5136                                    | 4              |
| 5         | 7         | LONG GONE LONESOME BLUES<br>Hank Williams Jr., MGM 13208                             | 11             |
| 6         | 5         | MOLLY<br>Eddy Arnold, RCA Victor 8206                                                | 12             |
| 7         | 19        | BURNING MEMORIES<br>Ray Price, Columbia 47071                                        | 6              |
| 8         | 4         | MILLER'S CAVE<br>Bobby Bare, RCA Victor 8204                                         | 11             |
| 9         | 16        | THIS WHITE CIRCLE ON MY FINGER<br>Ernest Ashworth, Hickory 1237                      | 12             |
| 10        | 14        | A WEEK IN THE COUNTRY<br>Ernest Ashworth, Hickory 1237                               | 12             |
| 11        | 11        | KEEPING UP WITH THE JONESES<br>Morgan Singletary & Family, Hickory 72327             | 6              |
| 12        | 8         | YOUR HEART TURNED LEFT (And I was on the Right)<br>George Jones, Capitol Artists 483 | 12             |
| 13        | 10        | FIVE LITTLE FINGERS<br>Bill Anderson, Decca 3157                                     | 13             |
| 14        | 13        | TIMBER I'M FALLING<br>Ferin Husky, RCA Victor 8204                                   | 9              |
| 15        | 12        | YOU ARE MY FLOWER<br>Lester Hatt & Earl Scruggs, Columbia 47954                      | 10             |
| 16        | 20        | LOVE IS NO EXCUSE<br>Jim Renshaw, Capitol West, RCA Victor 8224                      | 4              |
| 17        | 9         | B. I. THE D. J.<br>Stonewall Jackson, Columbia 42889                                 | 20             |
| 18        | 17        | PETTICOAT JUNCTION<br>Lester Hatt & Earl Scruggs, Columbia 47982                     | 6              |
| 19        | 22        | THE PILLLOW THAT WHISPERS<br>Earl Smith, Columbia 42949                              | 10             |
| 20        | 23        | EASY COME—EASY GO<br>Bill Anderson, Decca 3157                                       | 9              |
| 21        | 15        | GIRL FROM SPANISH TOWN<br>Marty Robbins, Columbia 42968                              | 7              |
| 22        | 25        | BALTIMORE<br>Sammy Johns, Capitol 5129                                               | 4              |
| 23        | 21        | BEFORE I'M OVER YOU<br>Loretta Lynn, Decca 3154                                      | 23             |
| 24        | 24        | HE SAYS THE SAME THINGS TO ME<br>Skeeter Davis, RCA Victor 8208                      | 13             |
| 25        | 30        | TOGETHER AGAIN<br>Buck Owens, Capitol 5136                                           | 3              |
| 26        | 28        | WIDOW MAKER<br>Jimmy Martin, Decca 31558                                             | 11             |
| 27        | 32        | LINDA WITH THE LONELY EYES<br>George Hamilton IV, RCA Victor 8304                    | 4              |
| 28        | 27        | CHICKASAW<br>David White, Epic 9058                                                  | 10             |
| 29        | 18        | BEGGING TO YOU<br>Marty Robbins, Columbia 42890                                      | 21             |
| 30        | 29        | WAITING A LIFETIME<br>Helen Foster, Decca 31567                                      | 10             |
| 31        | 33        | LOOKING FOR MORE IN '64<br>Billie Holiday, Capitol 1065                              | 5              |
| 32        | 36        | BREAKFAST WITH THE BLUES<br>Helen Foster, Capitol 1065                               | 2              |
| 33        | 44        | I CAN STAND IT "As Long as She Can"<br>Bill Phillips, Decca 31584                    | 6              |
| 34        | 38        | DOUBLE LIFE<br>Lee Carlton, Liberty 55604                                            | 7              |
| 35        | 35        | THE FILE<br>Rocky Lynum, Hickory 1238                                                | 3              |
| 36        | 40        | DON'T TAKE ADVANTAGE OF ME<br>Bonnie Dobson, Epic 9058                               | 3              |
| 37        | 39        | THE WHEEL SONG<br>Cory Buck, RCA Victor 8204                                         | 2              |
| 38        | —         | FAIR AND TENDER LADIES<br>George Hamilton IV, RCA Victor 8304                        | 1              |
| 39        | 26        | D. I. FOR A DAY<br>Loretta Lynn, Decca 31553                                         | 19             |
| 40        | 34        | THAT'S ALL THAT MATTERS<br>Ray Price, Columbia 47071                                 | 13             |
| 41        | 37        | LET'S GO ALL THE WAY<br>Norma Jean, RCA Victor 8201                                  | 16             |
| 42        | 45        | NO THANKS, I JUST HAD ONE<br>Morgan Singletary & Family, Hickory 72327               | 4              |
| 43        | —         | FOLLOWED CLOSELY BY MY TEARDROPS<br>Marty Robbins, RCA Victor 8204                   | 3              |
| 44        | 46        | BLUE TRAIN (Of the Heartbreak Line)<br>John G. Loudermilk, RCA Victor 8308           | 6              |
| 45        | 50        | YOU TOLD ME I HAD NEW HANDS<br>Marian Worth, Columbia 42902                          | 2              |
| 46        | —         | ALONE WITH YOU<br>Bobby Bare, Capitol 5129                                           | 3              |
| 47        | 48        | THAT'S WHAT MAKES THE WORLD GO ROUND<br>Claude King, Columbia 42959                  | 7              |
| 48        | —         | KEEP THOSE CARDS AND LETTERS COMING IN<br>Johnny & June Money, Columbia 42005        | 1              |
| 49        | —         | I WANT TO HOLD YOUR HAND<br>Helen Foster, RCA Victor 8204                            | 1              |
| 50        | —         | EIGHT YEARS (And Two Children Later)<br>Clyde Carr, Mercury 72236                    | 4              |

## "Betty & Dupree"

"Got My Mojo Working"

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THE FLEE  
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# PARDON US

But Our  
Back Sides  
Are Showing . . .



## COUNTRY MUSIC CORNER

By BILL SACHS

Hank Mills, songwriter, formerly of Phoenix, Ariz., is the new manager of Jackpot Music, Inc., 817 16th Avenue, South, Nashville. . . . Faron Young will guest on Eddie Zuck's "Hayloft Jamboree" over WRIB, Providence, April 11. "Hayloft Jamboree" has just had its air time extended to include Sundays, and is now heard seven days a week from 4 p.m. to sign-off. . . . Charlie Walker takes the featured spot with "Cowtown Jamboree" at Panther Hall, Fort Worth, Saturday (11). . . . Alton Thompson and His Brazos Valley Boys play for a show and dance at Panther Hall April 18. . . . Charlotte Hardin, country singer and deejay on WKRP, Flint, Mich., was in Cincinnati recently for a visit with Decca's Connie Hall. Charlotte is sporting a new release on the Glenn label. The ballad side, "Some-

body's Talking," was penned by Billy Walker, with the upbeat side, "A Little Bluer Than Blue," clefted by Carolyn Penick. Miss Hardin cut the session at Brad-ley's in Nashville, and has the backing of Pete Drake, Junior Husky, Jerry Shook, Willie Ackerman, Jerry Smith, Tommy Hill and the Merry Melody Singers on both sides. Deejays may obtain a sample by writing to J. G. Hardin, 2432 Lippincott, Flint, Mich.

Ramblin' Lou, vet deejay at WJLL, Niagara Falls, N. Y., presents another in a series of country music shows at the State Theater three Sunday (5), featuring Jimmy Martin and the Sunny Mountain Boys, Penny Jay, Billy Grammer and a host of area c.d.w. talent. Lou also has Doc Williams and the Border Riders

(Continued on page 30)



Decca's Kimy Wells, "The Queen of Country Music," is currently enjoying strong air play and sales and continues to climb the charts. (Advertisements)

### New Country Label Bows

DAYTON, Ohio — Chuck Rogers, who for many years was in the music publishing business in Nashville, has started a new record company located at 4513 Venetian Way, Dayton. The new label will be known as Frolic Records and will specialize in country music. Firm's first release is "Hillbilities on Mars Vs. the Grand Old Opry" b.w. "Would You Slip Around on Me" by Rogers himself.

ated for April 15. Chart plans to release pop as well as country disks, but will stick close to the Nashville sound.

The Browns, the Beatles' favorite singing group, played WSM's "Waking Crew Show," presenting some up-town arrangements of their songs. The Browns have a new one out, "I Know My Place" b.w. "Then I'll Stop Loving You." The Porter Wagoner Show on WSM-

(Continued on page 30)

## NASHVILLE SCENE

By LARRY COLE

Pamper Music, Inc., reports that Ray Price's "That's All I Matter" shows a steady increase in popularity. Ray, who is ending a two-day engagement in Las Vegas at the Nashville-Nevada Club, has been racking some of the biggest crowds in the South, Southwest and Midwest. Several stations are said to be programming the record across the nation. Tom Pall and the Glaser Brothers will play the Four Seasons Club, Denver, April 17 and 18. "Gonna Get Along Without You Now" looks like another smash hit for Skeeter Davis, who is currently on

an RCA Victor promotional tour to Pittsburgh, Indianapolis, Detroit, Chicago and Cleveland. Hubert Long has purchased Faron Young's interest in Lancaster Music.

George Morgan signed with WSM's "Grand Ole Opry" Saturday, April 4, and sang a couple of number from his new Columbia album, "Tender Loving Care." George will appear in Houston April 20. Chet Atkins produced another Hamner and Jethro session at RCA Victor's Nashville studio March 30. Chart Records announced the signing of Jenny Wright and Tom Tall with releases sched-

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## HOT COUNTRY ALBUMS

Billboard SPECIAL SURVEY  
FOR WEEK ENDING 4 18 64

| This Week | Last Week | TITLE, Artist, Label & No.                                                                                               | Weeks on Chart |
|-----------|-----------|--------------------------------------------------------------------------------------------------------------------------|----------------|
| 1         | 1         | RING OF FIRE—THE BEST OF JOHNNY CASH<br>Columbia CL 2052 (M), CS 8853 (S)                                                | 15             |
| 2         | 2         | LORETTA LYNN SINGS<br>Decca DL 4457 (M), DL 74457 (S)                                                                    | 14             |
| 3         | 3         | THE BEST OF GEORGE JONES<br>United Artists UAL 2291 (M), UAS 6291 (S)                                                    | 15             |
| 4         | 6         | NIGHT LIFE<br>Ray Price, Columbia CL 1071 (M), CS 8771 (S)                                                               | 15             |
| 5         | 5         | GUITAR COUNTRY<br>Chet Atkins, RCA Victor LPM 2782 (M), LSP 2782 (S)                                                     | 11             |
| 6         | 4         | BUCK OWENS SINGS TOMMY COLLINS<br>Capitol T 1089 (M), ST 1089 (S)                                                        | 15             |
| 7         | 8         | ON THE BANDESTAND<br>Buck Owens, Capitol T 1070 (M), ST 1070 (S)                                                         | 15             |
| 8         | 9         | LESTER FLATT & EARL SCRUGGS AT CARNegie HALL<br>Columbia CL 2045 (M), CS 8845 (S)                                        | 13             |
| 9         | 7         | RAILROAD MAN<br>Mark Snow, RCA Victor LPM 2705 (M), LSP 2705 (S)                                                         | 10             |
| 10        | 10        | STORY SONGS FOR COUNTRY FOLKS<br>Faron Young, Mercury HM 2090 (M), SR 6090 (S)                                           | 10             |
| 11        | 11        | BILL ANDERSON SINGS<br>Decca DL 4499 (M), DL 74499 (S)                                                                   | 3              |
| 12        | 12        | FLATT & SCRUGGS RECORDED LIVE AT VANDERBILT UNIVERSITY<br>Lester Flatt & Earl Scruggs, Columbia CL 2124 (M), CS 8924 (S) | 3              |
| 13        | 18        | FOLK SONG BOOK<br>Edie Arnold, RCA Victor LPM 3811 (M), LSP 3811 (S)                                                     | 6              |
| 14        | 14        | GEORGE JONES & MELBA MONTGOMERY SINGING WHAT'S IN OUR HEART<br>United Artists UAL 2101 (M), UAS 6201 (S)                 | 15             |
| 15        | 16        | GOOD 'N' COUNTRY<br>Jim Reeves, RCA Camden, CAL 374 (M), CAS 784 (S)                                                     | 4              |
| 16        | 13        | I LOVE A SONG<br>Stewart Jackson, Columbia CL 2050 (M), CS 8850 (S)                                                      | 15             |
| 17        | —         | SAGINAW, MICHIGAN<br>Lefly Truitt, Columbia CL 2160 (M), CS 8909 (S)                                                     | 1              |
| 18        | 17        | SONGS OF THE CITIES<br>Ray Drusky, Mercury MM 7083 (M), SR 6083 (S)                                                      | 1              |
| 19        | 19        | HITS OF TODAY AND TOMORROW<br>Ernest Ashworth, Mercury LPM 118 (M), 1st Stereo                                           | 5              |
| 20        | 20        | ESPECIALLY FOR YOU<br>Kimy Wells, Decca DL 4493 (M), DL 74493 (S)                                                        | 2              |

## Rash Buys Small's ABS

WILMINGTON, Del. — Jim Small, veteran country music artist, promoter and manager for the last five years, president and owner of ABS Records, has been forced by ill health to dispose of the diskery. Purchaser was Howard Rash, a veteran of the c.d.w. field, both as an artist and songwriter. He will operate ABS Records from 2318 Lamotte Street here. Small, who has been directed by his doctors to rest for at least a year, will retain a small interest in ABS and will continue to serve as talent scout for the firm on a part-time basis. Small will divide his time between his homes in New York and Florida.

## WYZE Sets Air Excursion For N. Y. Country Spec

ATLANTA—Station WYZE, Atlanta, recently became the first radio station to arrange an air transport excursion to New York May 16-17 for the National Country Music Cavalcade of Stars being presented at Madison Square Garden on those dates by promoter Vic Lewis. Ray Kinman, WYZE program director, said an 89-seat commercial aircraft has been chartered for the trip, and that the station will be host at a breakfast for the stars of the show May 17. The Madison Square Garden country music spec will feature more than 30 major recording stars in each of four performances. Latest to be signed is Kenny Roberts, yodeler from WWVA, Wheeling, W. Va.

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EASY  
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808 16th Ave. South  
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# NAB Session Hears Henry Brief of RIAA

Continued from page 12

I.P.s. running the gamut from classical to poetry and pop.

Using a Billboard research chart breakdown on the releases reviewed last year, Brief showed that 42 per cent of the releases were of the pop variety and 15 per cent classical with the rest being divided up into folk, comedy, original cast, etc.

The slides showed that 60 per cent of a 10-year-old's record expenditure goes for "teen beat music," that 30 per cent is spent on "pops and light classics," and that 10 per cent goes for country and western, jazz, Latin and folk music. Nothing it spent by this age group on classical music.

At 15 or 16, record buyers lose interest in "teen beat music" and acquire a taste for popular, light classical, country and western, jazz, folk and classical, according to the RIAA. The presentation indicated that the buyer increases purchases of popular and light classical music through age 60. Interest in other categories of music appear to reach a peak at 25 to 30 and then follow a fairly level plateau.

An examination of the buying habits of different age groups showed that the nation's teenagers account for 60 per cent of all "teen beat music" purchases, while consumers over 15 years of age are responsible for the largest share of all other types of record sales.

Other RIAA statistics pointed out that males account for 52 per cent of all record sales, 56 per cent of all album sales but only 36 per cent of the singles.

Brief emphasized that he and

the RIAA were not trying to tell broadcasters how to program or what to program, but rather to point out that the very factors—age, sex, economic level, educational attainment and geographic location—that are responsible for molding an individual's tastes and motivating him to buy certain types of records are the very factors that induce him to listen to a radio station because of the type of programming it has on the air.

The broadcasters were told that it costs \$2,500 to produce a record and "get it into the field." An album of non-classical works costs about \$15,000, while symphonic works and light classical albums by large orchestras cost considerably more.

## Role of Promo Men

The importance and role of the field promotion man was explored by Brief who chose to call these men "communicators."

"Without these men in the field advising his company on the success or lack of success of new releases it would be impossible for the executives back in the headquarters of each company to know how to plan their production, merchandising and promotion programs," he said.

In answer to the often-heard complaint from broadcasters about the character of some promotion men, Brief said that over the past few years the record industry has been upgrading the caliber of its promotion men.

"We think we have become mature enough to realize this to have a pitchman whose success is limited to getting radio stations to play records is not only a questionable practice but a costly one as well for us. Rec-

ords that have no merit won't sell and some of us quite often in the past found ourselves hoisted on our own petard," Brief observed.

Brief urged the assembled broadcast executives to take advantage of the same benefits the record companies derive from information gleaned from promotion men.

"These men have got to know their way around if they want to succeed," Brief pointed out. "They also know something about your business because they are in daily contact with radio stations, not only with yours but with those of your competitors, not only in your city but those of a rather wide geographical area," he added.

Admitting that radio "is not in the business to sell records," he said that to the extent that much of radio's air time is made up of records programming, radio "should be interested in what happens to us if for no reason than the purely selfish reasons that make us interested in you."

## Sauce for the Goose

We depend upon radio to get the public's ear because talent can't thrive, develop or be appreciated without being heard. Should the bright image that we create around our talent become dull so far as the public is concerned, you suffer along with us because people who will not buy our records will not be overly interested in listening to your programs," Brief warned.

The RIAA executive secretary deplored what he called the seeming decline of the era of the radio personality who created an aura of individuality and a de-

Continued from page 12

by braiding wool curls and attaching them to the sweatshirts. With B.M.R. is Elizabeth Resnick, who introduced the new rage in the area.

Joseph C. Pasquali, staff member of WINC (Winchester, Va.) will head the Department of Publicity & Promotion for the 1964 Shenandoah Apple Blossom Festival on April 30, May 1 and 2. This year marks the 37th presentation of the Shenandoah Apple Blossom Festival which will feature Luey Baines Johnson, daughter of President Johnson, as Queen. The First Lady will accompany

viewed following, who could sell a record but could also sell products. Brief strongly suggested that the air personality can be as important to radio as the record industry. "He should be developed and encouraged," he urged.

Brief told Billboard that information gathered from the NAB's fall and winter regional conferences points up the ignorance of station management as a whole to the problems of the record industry, and vice versa. In an effort to break down the long-existing Iron Curtain between the two related industries, Brief, in his address to the NAB conventioners, suggested formation of a joint RIAA-NAB committee that would meet regularly "to discuss problem situations involving either or both of our industries to help meet the challenging days ahead."

# VOX JOX

her daughter, TV star Lucille Ball will be the Grand Marshal. WABC (New York City) celebrated April Fool's Day by fooling deejay Dan Ingram. Dan supposedly went on the air at 2 p.m. and through planned errors of engineering, wrong records and other assorted hoaxes, he sure got fooled. Can you imagine one station promo played during the first half hour was for rival station WINS. Unknown to Ingram, however, the staged fiasco was not aired because in another studio Bob Dayton was smoothly along the first half hour of Ingram's show.

## SEGUE

**LITTLE SEGUES:** A son, Gayle Edward, born to Jack Wath and wife, Jack hosts show on WATH (Athens, Ohio). A son, first child, Mark Joseph, born to Gil and Roberta Santos in December. Gil is WBMS (New Bedford, Mass.) afternoon deejay. Joe Murray, program director of WOUA (Moline Ill.), and wife, Ellen, parents of daughter, Deborah Ann, born March 21. Bruce and Susan Morrow, parents of a "Little D. J. Dana Jon, April 3 in New York. Dana Jon weighed in at 7 pounds 7 ounces—WABC's frequency is "77." "Cousin" Bruce's home away from home.

## MORE RADIO NEWS ON PAGE 38

## DOUGLAS MacARTHUR

### DUTY HONOR COUNTRY

West Point, May 12, 1962

### ADDRESS TO THE CONGRESS

Washington, April 19, 1951

### THE COMPLETE SPEECHES



AN HISTORIC 2 L.P. ALBUM (MONAURAL ONLY)

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"THE FAREWELL ADDRESSES OF GENERAL DOUGLAS MACARTHUR" TO CONGRESS AND THE CADETS AT WEST POINT!

- COMPLETE ADDRESSES—ON 2 LONG PLAY RECORDS
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**ALBUMS**

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**THE FIRST**  
**HUNDRED DAYS**

(TFM 3145)

**PLUS**

**GENERAL DOUGLAS MacARTHUR**  
**THE WAR**  
**YEARS**

(TFM 3148)



THE ULTIMATE IN ENTERTAINMENT

## REVIEWS



## SPOTLIGHT WINNERS OF THE WEEK

Pop singles spotlights are those singles with satellite programming and also potential to achieve a listing in the top 50 of Billboard's Top 100. The benefit of spotlights is that they are broken down into specific programming categories. Across-the-Board spotlights are generally applicable for all program formats. But Pop spotlights are records picked for the contemporary and pop contemporary radio play. Pop Standards spotlights are geared for pop standard and pop contemporary air play. Programming specialists can offer records applicable for programming in their specific categories.

## Hot Pop SPOTLIGHTS...

**RICK NELSON—THE VERY THOUGHT OF YOU**—(Wilmark, ASCAP) (1:55)—I WONDER IF YOUR LOVE WILL EVER BELONG TO ME (Silmus, BMI) (2:20)—Two more big hits for Rick. First up is the standard done in touching terms. The flip has a hit of a hit that has chorus and combo used effectively. **Decca 31612**

**DAVE CLARK FIVE—I KNEW IT ALL THE TIME** (Gallieo, BMI) (2:15)—This is a bit different sound from Clark entries on Epic but it's got the hard rock sound growing vocal against stomping beat. Flip "That's What I Said" (Peter Mueller, ASCAP) (2:15) **Congress 212**

**DALE AND GRACE—THE LOVELIEST NIGHT** (Acuff-Rose, BMI) (2:17)—The team has that hit sound again. Tight, lilting harmonies against easy sound in the "Leaving It Up to You" groove. Flip "I'm Not Free" (Red Stick-Crazy Cajun, BMI) (2:22) **Montel 928**

**JOHNNY TILLOTSON—I RISE, I FALL** (Ted, ASCAP) (2:15)—Lyric singing on a most interesting word theme. It's done in the best Tillotson ballad style. Flip "I'm Watching My Watch" (Nelson-Marmba, ASCAP) (2:15) **MGM 13322**

**DIONNE WARWICK—WALK ON BY** (Blue Note-Jac, ASCAP) (2:50)—The slow, blues ballad is the order of the day again for Miss Warwick and she sings this one with a passion that builds. Flip "Any Old Time of Day" (U. S. Songs, ASCAP) (2:25) **Scepter 1274**

**LONNIE MACK—I'VE HAD IT** (Brent, BMI) (2:12)—The best one for artist since "Memphis." It's sung with a strong beat and hit sound, La-la-ing chorus adds to the drive. Flip "Nashville" (Carlson-Edwards, BMI) (2:19) **Fraternity 925**

**MILES STANDISH—THE ONE TO CRY** (Scharber, BMI) (2:09)—Produced by Independent Producers Group, this one looks like the left field hit of the week. The title has a telling sound with the lead's voice strung out against voices and good driving beat. Flip "One Time" (Scharber, BMI) (1:50) **Howl 502**

**MOLLY BEE—HIF DOESN'T WANT YOU** (Morris, ASCAP) (2:00)—The best to date from the gal. The side has big sound with the Miss' voice multi-tracked singing answers to her single tracked questions. Flip "Our Secret" (Ho-Mac & Metric, BMI) (2:18) **Liberty 55691**

**DIXIE CUPS—CHAPEL OF LOVE** (Trio, BMI) (2:45)—Most unusual sound on one of Leibner and Stiller's new banners. Phil Spector is one of the writers and Joe Jones produced the date. It's got an easy swing that demands play. Flip "Ain't That Nice" (Trio-Meldor, BMI) (2:20)

**RONNIE DOVE—SWEETER THAN SUGAR** (Tob-Ann & Florentine, BMI) (2:10)—Stronger rocker that has much going for it. There's a stomping band, too, and lots of drive. Flip "I Believed in You" (Tob-Ann & Florentine, BMI) (2:15)

**THE OVERLANDS—YESTERDAY'S GONE** (Unari, BMI) (2:08)—This is a British record originally recorded by Pye Group backing with up-tempo sound, strong beat and fine band singing. Flip "Gone the Rainbow" (Epanar, ASCAP) (2:26) **Hickory 1258**

## C.&amp;W. SPOTLIGHTS

MARION WORTH & GEORGE

**I LOVE YOU SO MUCH IT HURTS** (Melody Tune, BMI) (2:42)—This hit of many a year ago is handled with soft tenderness and ease. Flip "Slipping Around" (Peet Lin, BMI) (3:17) **COLUMBIA 43020**

## ROY DRUSKY

**PICK OF THE WEEK** (Vonnah-Ralchig, BMI) (2:25)—**YES-FRIDAY** (Four Star, BMI) (2:50)—Two scorers for Roy. First has an enticing title that reflects a weeper lyric. The second side is a softly sung weeper filled with pathos. **MERCURY 72265**

## C.&amp;W. SPECIALS

JOHNNY ACTON

**Just for You** (Loren & Oscar, BMI) (2:19) **NEGGIE 215**

## HAMMY KEARNEY

**Goodie Girl** (Acuff-Rose, BMI) (2:31)—Take a Walk the Way You Feel (Rose, BMI) (2:20) **HICKORY 1251**

## COLEMAN GRIMAL

**Shoutin' Person** (Porch, S&SAC) (2:01) **Chart 1070**

## HOWARD CROCKETT

**Bringin' in the Gold** (Johette, BMI) (2:44) **MEL-O-DY 111**

## GEORGE RICHY

**Night Telephone** (Nash Cruz, BMI) (2:25) **ASCAP 2140**

## TOMMY WILLIAMS

**Whisper** (Shawcross, BMI) (2:40)—**Yume Prison** (Nash Cruz, BMI) (2:34) **PELAL 1400**

## JENNY CLAY

**Jail Another Lonely Day** (Painted Desert, BMI) (2:45) **COLUMBIA 43020**

## DAVE GUDLEY

**Big Ole House** (New Key-Circle, BMI) (2:10)—**I Had One** (New Keys, BMI) (2:25) **MERCURY 72254**

## JERRY WALLACE

**Let the Town Bells** (A-Go-Go, BMI) (2:30) **MERCURY 72258**

## SPIRITUAL SPECIALS

## CARAVANS

**I'm That Old Lord** (Columbia, BMI) (2:45)—**There'll Be Blue Birds Over the White Hills** of David (Shapiro-Brenstein, ASCAP) (2:15) **J&S 345**

## JIMMY WATERSPOON

**Key in the Highway** (Scharber, BMI) (2:45)—**I'm Baitin' Great White** (Waters, BMI) (2:50) **HO-PHIE 6275**

## JAZZ SPECIALS

## JIMMY WATERSPOON

**Key in the Highway** (Scharber, BMI) (2:45)—**I'm Baitin' Great White** (Waters, BMI) (2:50) **HO-PHIE 6275**

**Key in the Highway** (Scharber, BMI) (2:45)—**I'm Baitin' Great White** (Waters, BMI) (2:50) **HO-PHIE 6275**

## Across-The-Board SPOTLIGHTS...

NONE THIS WEEK.

## Pop Standard SPOTLIGHTS...

NONE THIS WEEK.

## POP STANDARD Programming Specials

LIZ SENEFF

**Tarry Town** (2:45) **GATEWAY 729**

LOU RAWLS

**The House Next Door** (Ampa, BMI) (2:53) **CAPITOL 5160**

ROY CLARK

**Take Me to It** (Am / Acuff-Rose, BMI) (2:07) **CAPITOL 5163**

CHARLES AZNAVOUR

**La Vieillesse** (BMI) (3:42)—**El Pourte** (Ampa, ASCAP) (2:47) **VERMONT 10317**

SARAH VAUGHAN

**Waltztime Waltz** (Marlin, ASCAP) (2:45)—**Only** (Chappell, ASCAP) (2:15) **ROULETTE 4547**

CAROL CHANNING

**Put on Your Saddle** (Curtis, BMI, ASCAP) (2:10)—**No Love** (Deane, BMI, ASCAP) (2:12) **RCA VICTO 4350**

FRANKIE CARLE, HIS PIANO & ORK

**The Big Bird** (Four Star, BMI, ASCAP) (1:47) **RCA VICTOR 4351**

BROTHERS FOUR

**San Francisco Bay Blues** (Hollis, BMI) (2:10)—**Seven Dollars** (Hollis, BMI) (2:40) **COLUMBIA 43025**

MARLENE DIETRICH

**Where Have All the Flowers Gone** (Germine Lyric, Beach, BMI) (2:50)—**Where Have All the Flowers Gone** (English Lyric, Beach, BMI) (2:57) **LIBERTY 55696**

LOIS ARMSTRONG AND DAVE BRUBECK

**Normal** (Derry, BMI) (2:51)—**Johnny Song** (Derry, BMI) (2:14) **COLUMBIA 43032**

THE FOUR CORNS

**Shamp-Lee** (Hobbs, ASCAP) (2:42) **MEMPHY LAMP 2112**

BILLY ECSTINE

**People** (Chappell, ASCAP) (2:30)—**Secret Garden** (Hollis, BMI) (2:14) **MERCURY 72244**

THE GOLDMIDERS

**Pretty Girls and Rolling Stones** (Blackwood, BMI) (2:00)—**Shenandoah** (Blackwood, BMI) (2:04) **EPIC 9673**

FREDDY

**By the Way** (Rosenberg, BMI) (2:37) **MGM 1258**

CHAD MITCHELL TRIO

**What Did You Learn in School Today?** (Tenn, ASCAP) (2:09) **MERCURY 72257**

## TRACK RECORDS

A selection of best tracks from the hottest LP spotlights

## POP STANDARD

## FUNNY GIRL

**PEOPLE** (Chappell-Styne, ASCAP)—Original Cast (Capitol 2055)

## LILIES OF THE FIELD

**MAIN TITLE** (United Artists, ASCAP) (1:49)—From Sound Track (Epic 24049)

## JACKIE GLEASON

**CLAIRADE** (Northland-Southdale, ASCAP) (3:09)—From LP "Lonely's Romantic Hits" (Capitol 2056)

## JAZZ

LES MCCANN AND THE JAZZ CARRADERS

**BIG CITY** (2:35)—From LP "Jazz Walk" (Pacific Jazz 81)

## HOT POP Programming Specials

## DEL-MAR

**Starky Pop** (Parts 1 & 2) (Robb House, BMI) (2:35 & 2:20) **MERCURY 72244**

SHOOTS & THE DELTAS

**Winkin' Chink** (Trio-Meldor, BMI) (2:10)—**Everybody** (Came Club, BMI) (2:05) **DARTS 584**

ALVIN ROBINSON

**Swingin' You Got** (Tune Kelt, BMI) (2:30) **TIGER 104**

SHORTY LONG

**Devil With the Blues** (Johette, BMI) (2:40) **MEL-O-DY 1100**

THE CONDUITS

**I'll Follow You** (Dreid & Rick, BMI) (2:40) **ORIGINAL SOUND 43**

BRUCE CHANDEL

**Satisfied Mind** (Starday, BMI) (2:40)—**That's What's Happenin'** (Johette, BMI) (2:30) **MEL-O-DY 112**

YVONNE CARROLL

**There He Goes** (Steven Gram-Columbia, BMI) (2:40)—**Please Don't Go** (Steven Gram-Columbia, BMI) (2:50) **J&S 345**

ROB I FAHER & THE PROPHETS

**Came and Join Me** (Ivory, ASCAP) (2:30) **REPTINE 6274**

MAINE BROWN

**Little Girl Lost** (Luth & Marlin, BMI) (2:06)—**You Upset Me** (Soul Luth & Marlin, BMI) (2:34) **WAND 151**

KELLY HART

**My Baby's Hands** (Chaplin, ASCAP) (2:28) **SWAN 4177**

THE LEEFWOODS

**Rock, Red, Baby Blue** (Painted Desert, BMI) (2:12)—**Love Me** (Painted Desert, BMI) (2:10) **DOLTON 9**

PAUL ANKA

**My Baby's Cumb** (Home (Spanish, BMI) (2:10)—**No, No, No** (Spanish, BMI) (2:10) **RCA Victor 4349**

THE REP RECORDS

**Seven Window-Corn** (Steven Gram-Columbia, BMI) (2:51) **COLUMBIA 43032**

TIMMY SHAW

**If I Catch You** (Hammam, BMI) (2:40)—**Me, Myself & You** (Hammam, BMI) (2:40) **WAND 151**

UNDERMATH

**Four Symbols** (Symbols, BMI) (2:25) **COLUMBIA 43032**

FOUR EYES

**I'll Be a Millionaire** (Spanish, BMI) (2:10)—**I'll Be a Millionaire** (Spanish, BMI) (2:10) **NASH 1007**



## FABULOUS VALENTE PROGRAM

April 14 - May 10

*Entire book with a great new picture*

*dedicated to make your book the best of its kind!*

# Caterina Valente

## WHEN IN ROME

Words and music written especially for Miss Valente  
by Voltaire (Pia), written Jerry Rock (Florella,  
"Bambolina" See Lyrics Mat)

10 W

## WITH A SONG IN MY HEART

Both sides arranged and conducted  
by Peter Matz

9667



BRAND NEW LP

I HAPPEN TO LIKE NEW YORK

Produced by Peter Matz, Lyrics by Jerry Rock, Music by Voltaire (Pia), Arranged and Conducted by Peter Matz. Caterina Valente. London Records. 9667. 12" LP. 1966.

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# Billboard

# POP

★ **STAR performance**—LPs on chart 9 weeks or less registering greatest proportionate upward progress this week.

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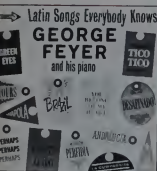
| Wk | Chart | Artist, Label                                                        | Wk  | Chart | Artist, Label                                                                                | Wk  | Chart | Artist, Label                                                               | Wk  | Chart | Artist, Label                                                               |
|----|-------|----------------------------------------------------------------------|-----|-------|----------------------------------------------------------------------------------------------|-----|-------|-----------------------------------------------------------------------------|-----|-------|-----------------------------------------------------------------------------|
| 1  | 1     | MEET THE BEATLES<br>Capitol 1 5040 (10) 12                           | 50  | 1     | MOM'S BABEY OUT ON A LIMB<br>Mercury 1 5040 (10) 12                                          | 88  | 1     | THE NEW CRISTY MINSTRELS<br>Mercury 1 5040 (10) 12                          | 93  | 1     | THE NEW CRISTY MINSTRELS<br>Mercury 1 5040 (10) 12                          |
| 2  | 2     | INTRODUCING THE BEATLES<br>Capitol 1 5040 (10) 12                    | 51  | 2     | A LETTER FROM A KIND OF LOVE<br>Mercury 1 5040 (10) 12                                       | 107 | 2     | GENE PITNEY'S BIG SIXTEEN<br>Mercury 1 5040 (10) 12                         | 94  | 2     | GENE PITNEY'S BIG SIXTEEN<br>Mercury 1 5040 (10) 12                         |
| 3  | 3     | MONEY IN THE HORN<br>Capitol 1 5040 (10) 12                          | 52  | 3     | ROY ORBISON'S GREATEST HITS<br>Mercury 1 5040 (10) 12                                        | 108 | 3     | JOLLY WHAT!<br>Mercury 1 5040 (10) 12                                       | 95  | 3     | JOLLY WHAT!<br>Mercury 1 5040 (10) 12                                       |
| 4  | 4     | HELLO, DOLLY!<br>Mercury 1 5040 (10) 12                              | 53  | 4     | THE VENTURES IN SPACE<br>Mercury 1 5040 (10) 12                                              | 109 | 4     | QUICK NIGHTS<br>Mercury 1 5040 (10) 12                                      | 96  | 4     | QUICK NIGHTS<br>Mercury 1 5040 (10) 12                                      |
| 5  | 5     | BABBARA STREISAND...THE THIRD ALBUM<br>Mercury 1 5040 (10) 12        | 54  | 5     | MY LITTLE COBRA AND OTHER HOT KID HITS<br>Mercury 1 5040 (10) 12                             | 110 | 5     | THE LANGUAGE OF LOVE<br>Mercury 1 5040 (10) 12                              | 97  | 5     | THE LANGUAGE OF LOVE<br>Mercury 1 5040 (10) 12                              |
| 6  | 6     | DAWN (Joe Arroyo and) IT OTHER GREAT SONGS<br>Mercury 1 5040 (10) 12 | 55  | 6     | APOLLO SATURDAY NIGHT<br>Mercury 1 5040 (10) 12                                              | 111 | 6     | MINDO CANS<br>Mercury 1 5040 (10) 12                                        | 98  | 6     | MINDO CANS<br>Mercury 1 5040 (10) 12                                        |
| 7  | 7     | IN THE WIND<br>Mercury 1 5040 (10) 12                                | 56  | 7     | THE SOUND OF MUSIC<br>Mercury 1 5040 (10) 12                                                 | 112 | 7     | EARLY HITS OF 1964<br>Mercury 1 5040 (10) 12                                | 99  | 7     | EARLY HITS OF 1964<br>Mercury 1 5040 (10) 12                                |
| 8  | 8     | CHARADE<br>Mercury 1 5040 (10) 12                                    | 57  | 8     | ROMANTICALLY<br>Mercury 1 5040 (10) 12                                                       | 113 | 8     | UM UM UM UM UM UM UM<br>Mercury 1 5040 (10) 12                              | 100 | 8     | UM UM UM UM UM UM UM<br>Mercury 1 5040 (10) 12                              |
| 9  | 9     | SWEET & SOUR TEARS<br>Mercury 1 5040 (10) 12                         | 58  | 9     | TRINI LOPEZ AT P.I.'s<br>Mercury 1 5040 (10) 12                                              | 114 | 9     | WONDERFUL WONDERFUL<br>Mercury 1 5040 (10) 12                               | 101 | 9     | WONDERFUL WONDERFUL<br>Mercury 1 5040 (10) 12                               |
| 10 | 10    | PURE DYNAMITE<br>Mercury 1 5040 (10) 12                              | 59  | 10    | THE JAMES BROWN SHOW<br>Mercury 1 5040 (10) 12                                               | 115 | 10    | FRANK FORTAIN SINGS HOW SWEET IT IS<br>Mercury 1 5040 (10) 12               | 102 | 10    | FRANK FORTAIN SINGS HOW SWEET IT IS<br>Mercury 1 5040 (10) 12               |
| 11 | 11    | WEST SIDE STORY<br>Mercury 1 5040 (10) 12                            | 60  | 11    | HOLLYWOOD—MY WAY<br>Mercury 1 5040 (10) 12                                                   | 116 | 11    | JOAN BAEZ, VOL. II<br>Mercury 1 5040 (10) 12                                | 103 | 11    | JOAN BAEZ, VOL. II<br>Mercury 1 5040 (10) 12                                |
| 12 | 12    | PETER, PAUL & MARY<br>Mercury 1 5040 (10) 12                         | 61  | 12    | JOHNNY'S GREATEST HITS<br>Mercury 1 5040 (10) 12                                             | 117 | 12    | ROGER WILLIAMS 10th ANNI. VERSARY/LIMITED EDITION<br>Mercury 1 5040 (10) 12 | 104 | 12    | ROGER WILLIAMS 10th ANNI. VERSARY/LIMITED EDITION<br>Mercury 1 5040 (10) 12 |
| 13 | 13    | TENDER IS THE NIGHT<br>Mercury 1 5040 (10) 12                        | 62  | 13    | SINATRA'S SINATRA<br>Mercury 1 5040 (10) 12                                                  | 118 | 13    | PACKAGE OF 6 HITS<br>Mercury 1 5040 (10) 12                                 | 105 | 13    | PACKAGE OF 6 HITS<br>Mercury 1 5040 (10) 12                                 |
| 14 | 14    | YESTERDAY'S LOVE SONGS—TODAY'S BELLES<br>Mercury 1 5040 (10) 12      | 63  | 14    | MY FAIR LADY<br>Mercury 1 5040 (10) 12                                                       | 119 | 14    | SURFIN' BIRD<br>Mercury 1 5040 (10) 12                                      | 106 | 14    | SURFIN' BIRD<br>Mercury 1 5040 (10) 12                                      |
| 15 | 15    | THERE! I'VE SAID IT AGAIN<br>Mercury 1 5040 (10) 12                  | 64  | 15    | TIME TO THINK<br>Mercury 1 5040 (10) 12                                                      | 120 | 15    | BELOFANTO THE GREEK THEATER<br>Mercury 1 5040 (10) 12                       | 107 | 15    | BELOFANTO THE GREEK THEATER<br>Mercury 1 5040 (10) 12                       |
| 16 | 16    | MOVING<br>Mercury 1 5040 (10) 12                                     | 65  | 16    | I LOVE YOU BECAUSE<br>Mercury 1 5040 (10) 12                                                 | 121 | 16    | LOVE HIM<br>Mercury 1 5040 (10) 12                                          | 108 | 16    | LOVE HIM<br>Mercury 1 5040 (10) 12                                          |
| 17 | 17    | LIVING A LIE<br>Mercury 1 5040 (10) 12                               | 66  | 17    | SHUT DOWN<br>Mercury 1 5040 (10) 12                                                          | 122 | 17    | HER JOY, HER SONGS<br>Mercury 1 5040 (10) 12                                | 109 | 17    | HER JOY, HER SONGS<br>Mercury 1 5040 (10) 12                                |
| 18 | 18    | ENCORE<br>Mercury 1 5040 (10) 12                                     | 67  | 18    | CURB YOUR TONGUE, KNAVE!<br>Mercury 1 5040 (10) 12                                           | 123 | 18    | A TIME TO KEEP 1963<br>Mercury 1 5040 (10) 12                               | 110 | 18    | A TIME TO KEEP 1963<br>Mercury 1 5040 (10) 12                               |
| 19 | 19    | THE SECOND BARBARA STREISAND ALBUM<br>Mercury 1 5040 (10) 12         | 68  | 19    | SOLID GOLD STEINWAY<br>Mercury 1 5040 (10) 12                                                | 124 | 19    | ELLA FITZGERALD SINGS THE BEST OF MAJOR LANCE<br>Mercury 1 5040 (10) 12     | 111 | 19    | ELLA FITZGERALD SINGS THE BEST OF MAJOR LANCE<br>Mercury 1 5040 (10) 12     |
| 20 | 20    | THE TIMES THEY ARE A-CHANGIN'<br>Mercury 1 5040 (10) 12              | 69  | 20    | BLUE VELVET AND 1963's GREAT HITS<br>Mercury 1 5040 (10) 12                                  | 125 | 20    | SO FABULOUS PIANO FAVORITES<br>Mercury 1 5040 (10) 12                       | 112 | 20    | SO FABULOUS PIANO FAVORITES<br>Mercury 1 5040 (10) 12                       |
| 21 | 21    | THE WONDERFUL WORLD OF ANDY WILLIAMS<br>Mercury 1 5040 (10) 12       | 70  | 21    | YOU MAKE ME FEEL SO YOUNG<br>Mercury 1 5040 (10) 12                                          | 126 | 21    | THE ITALIAN VOICE OF AL MARTINO<br>Mercury 1 5040 (10) 12                   | 113 | 21    | THE ITALIAN VOICE OF AL MARTINO<br>Mercury 1 5040 (10) 12                   |
| 22 | 22    | JACK JONES' WIVES AND LOVERS<br>Mercury 1 5040 (10) 12               | 71  | 22    | THE SMOTHERS BROTHERS AT THE PURPLE ORCHARD<br>Mercury 1 5040 (10) 12                        | 127 | 22    | A STRANGER ON EARTH<br>Mercury 1 5040 (10) 12                               | 114 | 22    | A STRANGER ON EARTH<br>Mercury 1 5040 (10) 12                               |
| 23 | 23    | KISSIN' COUSINS<br>Mercury 1 5040 (10) 12                            | 72  | 23    | MARIA ELENA<br>Mercury 1 5040 (10) 12                                                        | 128 | 23    | PERSPECTIVE ON RUB & TRAVIS<br>Mercury 1 5040 (10) 12                       | 115 | 23    | PERSPECTIVE ON RUB & TRAVIS<br>Mercury 1 5040 (10) 12                       |
| 24 | 24    | THE SERENDIPITY SINGERS<br>Mercury 1 5040 (10) 12                    | 73  | 24    | ELVIS' GOLDEN RECORDS, VOLUME 3<br>Mercury 1 5040 (10) 12                                    | 129 | 24    | WASHINGTON SQUARE<br>Mercury 1 5040 (10) 12                                 | 116 | 24    | WASHINGTON SQUARE<br>Mercury 1 5040 (10) 12                                 |
| 25 | 25    | THE BARBARA STREISAND ALBUM<br>Mercury 1 5040 (10) 12                | 74  | 25    | DAYS OF WINE AND ROSES, MOON RIVER AND OTHER ACADEMY AWARD WINNERS<br>Mercury 1 5040 (10) 12 | 130 | 25    | TIME CHANGES<br>Mercury 1 5040 (10) 12                                      | 117 | 25    | TIME CHANGES<br>Mercury 1 5040 (10) 12                                      |
| 26 | 26    | CATCH A RISING STAR<br>Mercury 1 5040 (10) 12                        | 75  | 26    | BYE BYE BIRDIE<br>Mercury 1 5040 (10) 12                                                     | 131 | 26    | SHANG-LEI<br>Mercury 1 5040 (10) 12                                         | 118 | 26    | SHANG-LEI<br>Mercury 1 5040 (10) 12                                         |
| 27 | 27    | DAYS OF WINE AND ROSES<br>Mercury 1 5040 (10) 12                     | 76  | 27    | ANY NUMBER CAN WIN<br>Mercury 1 5040 (10) 12                                                 | 132 | 27    | SOMETHING SPECIAL FOR YOUNG LOVERS<br>Mercury 1 5040 (10) 12                | 119 | 27    | SOMETHING SPECIAL FOR YOUNG LOVERS<br>Mercury 1 5040 (10) 12                |
| 28 | 28    | TILL THE END OF TIME<br>Mercury 1 5040 (10) 12                       | 77  | 28    | NAVY BLUE<br>Mercury 1 5040 (10) 12                                                          | 133 | 28    | ROCK KNOCKERS UP<br>Mercury 1 5040 (10) 12                                  | 120 | 28    | ROCK KNOCKERS UP<br>Mercury 1 5040 (10) 12                                  |
| 29 | 29    | PAINTED, TAINTED ROSE<br>Mercury 1 5040 (10) 12                      | 78  | 29    | OUT OF LIMITS<br>Mercury 1 5040 (10) 12                                                      | 134 | 29    | FABULOUS<br>Mercury 1 5040 (10) 12                                          | 121 | 29    | FABULOUS<br>Mercury 1 5040 (10) 12                                          |
| 30 | 30    | JOAN BAEZ IN CONCERT, PART 2<br>Mercury 1 5040 (10) 12               | 79  | 30    | TOM JONES<br>Mercury 1 5040 (10) 12                                                          | 135 | 30    | PERCY FAITH & HIS ORK PLAY GREAT FOLK THEMES<br>Mercury 1 5040 (10) 12      | 122 | 30    | PERCY FAITH & HIS ORK PLAY GREAT FOLK THEMES<br>Mercury 1 5040 (10) 12      |
| 31 | 31    | CAMELOT<br>Mercury 1 5040 (10) 12                                    | 80  | 31    | THE NEVER ENDING IMPRESSIONS<br>Mercury 1 5040 (10) 12                                       | 136 | 31    | REFLECTIONS<br>Mercury 1 5040 (10) 12                                       | 123 | 31    | REFLECTIONS<br>Mercury 1 5040 (10) 12                                       |
| 32 | 32    | REFLECTING<br>Mercury 1 5040 (10) 12                                 | 81  | 32    | I AM THE GREATEST<br>Mercury 1 5040 (10) 12                                                  | 137 | 32    | WHO'S AFRAID OF VIRGINIA WOOLF?<br>Mercury 1 5040 (10) 12                   | 124 | 32    | WHO'S AFRAID OF VIRGINIA WOOLF?<br>Mercury 1 5040 (10) 12                   |
| 33 | 33    | OLIVER<br>Mercury 1 5040 (10) 12                                     | 82  | 33    | THE BEST OF THE KINGSTON TRIO<br>Mercury 1 5040 (10) 12                                      | 138 | 33    | JUDY COLLINS 3<br>Mercury 1 5040 (10) 12                                    | 125 | 33    | JUDY COLLINS 3<br>Mercury 1 5040 (10) 12                                    |
| 34 | 34    | LOUIE LOUIE<br>Mercury 1 5040 (10) 12                                | 83  | 34    | THE GIRL WHO CAME TO SUPPER<br>Mercury 1 5040 (10) 12                                        | 139 | 34    | TODAY<br>Mercury 1 5040 (10) 12                                             | 126 | 34    | TODAY<br>Mercury 1 5040 (10) 12                                             |
| 35 | 35    | LITTLE DEUCE COOD<br>Mercury 1 5040 (10) 12                          | 84  | 35    | BOY TO WANDER<br>Mercury 1 5040 (10) 12                                                      | 140 | 35    | DRAG CITY<br>Mercury 1 5040 (10) 12                                         | 127 | 35    | DRAG CITY<br>Mercury 1 5040 (10) 12                                         |
| 36 | 36    | BACH'S GREATEST HITS<br>Mercury 1 5040 (10) 12                       | 85  | 36    | THE SHELTERED OF YOUR ARM<br>Mercury 1 5040 (10) 12                                          | 141 | 36    | THE ORIGINAL PENETRATION<br>Mercury 1 5040 (10) 12                          | 128 | 36    | THE ORIGINAL PENETRATION<br>Mercury 1 5040 (10) 12                          |
| 37 | 37    | THE MANY MOODS OF TONY<br>Mercury 1 5040 (10) 12                     | 86  | 37    | AIN'T THAT GOOD NEWS<br>Mercury 1 5040 (10) 12                                               | 142 | 37    | STOP! THE WORLD IS STOPPING<br>Mercury 1 5040 (10) 12                       | 129 | 37    | STOP! THE WORLD IS STOPPING<br>Mercury 1 5040 (10) 12                       |
| 38 | 38    | FUN IN ACAPULCO<br>Mercury 1 5040 (10) 12                            | 87  | 38    | THE PINK PANTHER<br>Mercury 1 5040 (10) 12                                                   | 143 | 38    | IT'S OFF IN THE GAME<br>Mercury 1 5040 (10) 12                              | 130 | 38    | IT'S OFF IN THE GAME<br>Mercury 1 5040 (10) 12                              |
| 39 | 39    | MOON RIVER & OTHER MOVIE THEMES<br>Mercury 1 5040 (10) 12            | 88  | 39    | TOGETHER AGAIN!<br>Mercury 1 5040 (10) 12                                                    | 144 | 39    | —<br>Mercury 1 5040 (10) 12                                                 | 131 | 39    | —<br>Mercury 1 5040 (10) 12                                                 |
| 40 | 40    | GLORIA, MARY & STEVENS<br>Mercury 1 5040 (10) 12                     | 89  | 40    | BEAUTY & THE BEARD<br>Mercury 1 5040 (10) 12                                                 | 145 | 40    | —<br>Mercury 1 5040 (10) 12                                                 | 132 | 40    | —<br>Mercury 1 5040 (10) 12                                                 |
| 41 | 41    | GLAD ALL OVER<br>Mercury 1 5040 (10) 12                              | 90  | 41    | MASS FOR JOHN F. KENNEDY: MOZART, REQUIEM<br>Mercury 1 5040 (10) 12                          | 146 | 41    | —<br>Mercury 1 5040 (10) 12                                                 | 133 | 41    | —<br>Mercury 1 5040 (10) 12                                                 |
| 42 | 42    | THE SINGING NU<br>Mercury 1 5040 (10) 12                             | 91  | 42    | SURFIN' U.S.A.<br>Mercury 1 5040 (10) 12                                                     | 147 | 42    | —<br>Mercury 1 5040 (10) 12                                                 | 134 | 42    | —<br>Mercury 1 5040 (10) 12                                                 |
| 43 | 43    | RICK NELSON SINGS "FOR YOU"<br>Mercury 1 5040 (10) 12                | 92  | 43    | RAMBLIN' ROSE<br>Mercury 1 5040 (10) 12                                                      | 148 | 43    | —<br>Mercury 1 5040 (10) 12                                                 | 135 | 43    | —<br>Mercury 1 5040 (10) 12                                                 |
| 44 | 44    | RING OF FIRE—THE BEST OF JOHNNY CASH<br>Mercury 1 5040 (10) 12       | 93  | 44    | TRINI LOPEZ ON THE MOVE<br>Mercury 1 5040 (10) 12                                            | 149 | 44    | —<br>Mercury 1 5040 (10) 12                                                 | 136 | 44    | —<br>Mercury 1 5040 (10) 12                                                 |
| 45 | 45    | GOLDEN HITS OF THE 40S<br>Mercury 1 5040 (10) 12                     | 94  | 45    | INCREDENTS IN A RECIPE FOR SOUL<br>Mercury 1 5040 (10) 12                                    | 150 | 45    | —<br>Mercury 1 5040 (10) 12                                                 | 137 | 45    | —<br>Mercury 1 5040 (10) 12                                                 |
| 46 | 46    | JOAN BAEZ IN CONCERT<br>Mercury 1 5040 (10) 12                       | 95  | 46    | THINK ETHNIC<br>Mercury 1 5040 (10) 12                                                       | 151 | 46    | —<br>Mercury 1 5040 (10) 12                                                 | 138 | 46    | —<br>Mercury 1 5040 (10) 12                                                 |
| 47 | 47    | RAMBLIN'<br>Mercury 1 5040 (10) 12                                   | 96  | 47    | ALLAN IN WONDERLAND<br>Mercury 1 5040 (10) 12                                                | 152 | 47    | —<br>Mercury 1 5040 (10) 12                                                 | 139 | 47    | —<br>Mercury 1 5040 (10) 12                                                 |
| 48 | 48    | TALK BACK TREMBLING LIPS<br>Mercury 1 5040 (10) 12                   | 97  | 48    | WHAT MAKES SAMMY RUN?<br>Mercury 1 5040 (10) 12                                              | 153 | 48    | —<br>Mercury 1 5040 (10) 12                                                 | 140 | 48    | —<br>Mercury 1 5040 (10) 12                                                 |
| 49 | 49    | WE SHALL OVERCOME<br>Mercury 1 5040 (10) 12                          | 98  | 49    | —<br>Mercury 1 5040 (10) 12                                                                  | 154 | 49    | —<br>Mercury 1 5040 (10) 12                                                 | 141 | 49    | —<br>Mercury 1 5040 (10) 12                                                 |
| 50 | 50    | I LEFT MY HEART IN SAN FRANCISCO<br>Mercury 1 5040 (10) 12           | 99  | 50    | —<br>Mercury 1 5040 (10) 12                                                                  | 155 | 50    | —<br>Mercury 1 5040 (10) 12                                                 | 142 | 50    | —<br>Mercury 1 5040 (10) 12                                                 |
| 51 | 51    | LAWRENCE OF ARABIA<br>Mercury 1 5040 (10) 12                         | 100 | 51    | —<br>Mercury 1 5040 (10) 12                                                                  | 156 | 51    | —<br>Mercury 1 5040 (10) 12                                                 | 143 | 51    | —<br>Mercury 1 5040 (10) 12                                                 |

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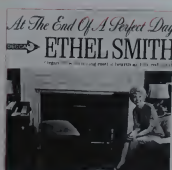
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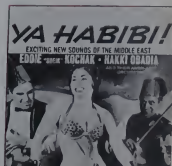
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## AVAILABLE NOW AT ALL DECCA BRANCHES

# AUSTRIA

(Country Music Maker, 10 days)  
 •Devotes local origin

- This Last  
Week Week  
1 I AM MY LOVING-The Beatles (Parlophone)-Ech
- 2 I SAW HER STANDING THERE-The Beatles (Parlophone)-Ech
- 3 HAWAII THE Beachboys (Capitol)-Alb
- 4 ANYONE WHO HAD A HEART-Donnie Warwick (Polygram)-Belinda
- 5 CALIFORNIA SUN-The Rivera (A & G)-Chappell
- 6 DAWN GO AWAY-The Tazewells (A & G)-Chappell
- 7 BITS AND PIECES-The Dave Clark Five (Columbia)-Cade
- 8 THAT'S WHAT I WANT-Charlie (A & G)-Chappell
- 9 DOLL OVER BELIEVE-Don The Beatles (Parlophone)-Boney & Hawkes
- 10 THE HAIM-Acker Bill (Columbia)-Pitts (G)
- 11 NEEDLES AND PINS-The Searchers (A & G)-Chappell
- 12 SURFIN' BIRD-The Trashmen (Scepter)-L
- 13 BLUE DAY-Billy Thelma (Linda Lee)
- 14 BORN ON THE WIND-Don (Globe 10000)-Audi
- 15 SHE LOVES YOU-The Beatles (Parlophone)-Lach

# BRITAIN

(A special list compiled prior to publication by The New Musical Express, London)  
 •Devotes local origin

- This Last  
Week Week  
1 I CAN'T BUY MY LOVE-The Beatles (Parlophone)-Northern Songs, Ltd.
- 2 I BELIEVE-Elvis Presley (RCA)
- 3 LITTLE CHILDREN-Billy (Kama)-Parlophone
- 4 JUST ONE LOOK-Hodges (Parlophone)-S M
- 5 WORLD WITHOUT LOVE-Pearce & G (Columbia)-Northern
- 6 NOT WALK AWAY-Rolling Stones (Decca)-Southern Music
- 7 I LOVE YOU BECAUSE-Ian Dury (Mercury)
- 8 THE EARL BEELING D VESTERDAY-George Piney Underhill (Pakamuk)
- 9 TELL ME WHEN-Apple Jacks (Decca)-Southern
- 10 BITS AND PIECES-Dave Clark Five (Columbia)-Cade
- 11 ANYONE WHO HAD A HEART-Billy (A & R)
- 12 GOOD GUY MISS MARY-Mary (HMV)-Southern Music
- 13 MY BOY (Linda Lee) (Polygram)-Chappell
- 14 VIVA LAS VEGAS-Don (Polygram)-Chappell
- 15 MCKINLEY BIRD HILL-Mary (Polygram)-Chappell
- 16 I THINK OF YOU-Mercury (Polygram)-Chappell
- 17 BOYS CAN BE CRAZY-Don (Polygram)-Chappell
- 18 CANIY MAN-Brian Poole & The Tremeloes (Decca)-A Schermer
- 19 MOVE OVER DARLING-Doris Day (Capitol)-California Music
- 20 OVER YOU-Fredde & The Stray (Capitol)-Kennedy Street Music
- 21 SWEET ANTHEM-Fredde Springfield (Polygram)-Lamont
- 22 JULIE-1970 Pennies (Polygram)-Lamont
- 23 LET ME GO LATER-Kathy Kirby (Decca)-A Schermer
- 24 BORN ON THE WIND-Don (Globe 10000)-Audi
- 25 IF HE TELLS YOU-Adam Faith (Parlophone)-Ech
- 26 KING OF KINGS-Edo (Columbia)-Robbins Music
- 27 ONLY YOU-Don (Polygram)-Chappell
- 28 NINETEEN AND PINK-Searchers (Polygram)-Lamont

# FRENCH (WALLOON)

(Country Music Maker, 10 days)  
 •Devotes local origin

- This Last  
Week Week  
1 I VOY PERMETTE-MONIEE R-Adamo (Polygram)-Belinda
- 2 JE SUIS MARIÉ PARTEINAIRIE HOLLER (Polygram)-Belinda
- 3 LA VIEILLE LA NEIGIE-Adamo (Polygram)-Belinda
- 4 MARIA TIENTA-Lo Indio Tabarain (HCA World)
- 5 A PRÉSENT TU PUIS T'EN ALLER-Richard Anthony (Columbia)-Chappell
- 6 NON HO LETTA PER AMARLI-Engiola (Columbia)-Chappell
- 7 PRIA DE MA RIVERA-World
- 8 PETITE MECHE DE CHRYVIA-Clair
- 9 I WANT YOU HERE FRANCO Fontaine World
- 10 I WANT YOU HERE FRANCO Fontaine World
- 11 CEUX QUI ONT UN COEUR-Petia Clark (Vogue)-Hindemant

# HUNGARY

(An recording on the Quillon label)  
 •Devotes local origin

- This Last  
Week Week  
1 QUARDO CDM ME DONTOL-Musica
- 2 CAMPING-János Kocsis-Fidm
- 3 TOTACAS-Merem Engiola
- 4 DINATO-Imre Tardos-Musica
- 5 FURLO GYOPVAS-Hungarian version of Speed Gonzales-János Kocsis-Budd Music, London
- 6 NALAM MINDEN-Artur Kornadt-Musica
- 7 PAFKITA TWIST-Tamás Kovács-MINDEN (HCA)
- 8 ILVEN A TWIST-Imre Tardos-Musica
- 9 FIKO FIKI METAPALCAT-Lehel Szendrői-Fidm Musica

# ITALY

(Country Music & Disc, Milan)  
 •Devotes local origin

- This Last  
Week Week  
1 NA LACIMOLA SII VERE-Bobby Solo (Ricordi)
- 2 CITTÀ VOIATA-Mika (Ri Fi)
- 3 OGNI VOI TA-PAul Anka (RCA)
- 4 PLEASE PLEASE ME-The Beatles (Polygram)-Ech
- 5 NON HO LETTA-Per Amario-Girola
- 6 QUANDO VEDDA LA MIA (Gazzza)-Sera Fano (UA)
- 7 UO RACIO PICCOLISSIMO-Robertino (Carosello)
- 8 STAMBA NO NO-Non Germani (HCA)
- 9 CHE MIMPIROIA DEE (HCA)
- 10 CIAD RAGAZZI-Adriano (HCA)
- 11 SABATO SERA-Bruno (HCA)
- 12 LA NOTTE E FATTA PER AMARE-Nel Sedala (RCA)
- 13 CIN CIN-Richard Anthony (Columbia)
- 14 QUANTO VEDDA LA MIA (Gazzza)-Sera Fano (UA)

# JAPAN

(Country Music, Tokyo)  
 •Devotes local origin

- This Last  
Week Week  
1 WASHINGTON SQUARE-The Village Strangers (Epic)
- 2 SAVE THE LAST DANCE FOR ME-Kashy, Fido (Toshiba)-Aberbach
- 3 TOKYO BIRD-Adamo (Polygram)-Belinda
- 4 GUITAR HINGO-Kayama (Columbia)-JANRA
- 5 VIVRE LA VIE-Roger (Polygram)-Belinda

# MEXICO

(Country Music, Mexico)  
 •Devotes local origin

- This Last  
Week Week  
1 I HAD A HAMMER-Toni Lopez (Repertoire)
- 2 ENRIQUITA (Toni Lopez)
- 3 I WANT TO HOLD YOUR HAND-The Beatles (Polygram)-Belinda
- 4 LAS CULIZAS-Hos Carrio (RCA)
- 5 MI TENGO EDAD-Girola (Columbia)
- 6 ATRAP LA RAYA-Lady (A & G)
- 7 RECULIMOS DE PALACAR (Columbia)
- 8 QUERO QUDARME AQUÍ-Girola (Columbia)
- 9 DIME QUE NO-Don (Polygram)-Belinda
- 10 MI ADOR-Don (Polygram)-Belinda

# NORWAY

(Country Music, Oslo)  
 •Devotes local origin

- This Last  
Week Week  
1 LA ME VAIER LUG-Enriquetta (Polygram)-Belinda
- 2 ALL MY LOVING-Beates (Polygram)-Belinda
- 3 HIPPY HIPPY HIPPY-Sven (HCA)
- 4 SKOPPEL OG HAKKE-Sven (HCA)
- 5 BEATIFUL DREAMED-John (HCA)
- 6 I LOVE YOU BECAUSE-Ian (HCA)
- 7 I'M THE HUNLEY ONE-Cliff Richard (Columbia)
- 8 I CAN'T BUY MY LOVE-The Beatles (Polygram)-Belinda
- 9 AS LICAL-Brenda Lee (HCA)
- 10 MEXICO-Elvis Presley (HCA)

# SOUTH AFRICA

(Country Music, Johannesburg)  
 •Devotes local origin

- This Last  
Week Week  
1 I WANNA HOLD YOUR HAND-The Beatles (Polygram)-Belinda
- 2 DON'T LET ME CRIBS OVER-Don (Polygram)-Belinda
- 3 DRIP DRIP-Don (Polygram)-Belinda
- 4 LEBBY LUB-Don (Polygram)-Belinda
- 5 SOMEBODY LOVES YOU-Don (Polygram)-Belinda
- 6 ANYONE WHO HAD A HEART-The Beatles (Polygram)-Belinda
- 7 TRUE LOVE-Charles (HCA)
- 8 I'M VOICES-Elvis Presley (HCA)

# SPAIN

(Country Music, Madrid)  
 •Devotes local origin

- This Last  
Week Week  
1 I HAD A HAMMER-Toni Lopez (Repertoire)
- 2 I WANT TO HOLD YOUR HAND-The Beatles (Polygram)-Belinda
- 3 LAS CULIZAS-Hos Carrio (RCA)
- 4 MI TENGO EDAD-Girola (Columbia)
- 5 ATRAP LA RAYA-Lady (A & G)
- 6 RECULIMOS DE PALACAR (Columbia)
- 7 QUERO QUDARME AQUÍ-Girola (Columbia)
- 8 DIME QUE NO-Don (Polygram)-Belinda
- 9 MI ADOR-Don (Polygram)-Belinda
- 10 I CAN'T BUY MY LOVE-The Beatles (Polygram)-Belinda

# COUNTRY MUSIC CORNER

• Continued from page 19

set for appearances at the Palace Theatre, Corning, N. Y., May 14; Civic Center, Potsdam, N. Y., May 15; High School Auditorium, Beaverton, Ore., May 16, and the Farm & Home Center, Jackson, N. Y., May 17. Ramblin' Lou is promoting among his listeners a host tour to

the WVVA "Jambores" in Wheeling, W. Va., Saturday and Sunday, May 23. Bill Nettles, a country singer, who formerly toured with his unit billed as the Dixie Blue Boys, has penned a new tune, "You Can't Keep From Loving You," which is being featured by his nine-year-old grandson, Ronnie Thibodeau, guitar singer.

# Plan Culture Center

• Continued from page 18

about his thinking that real folk music springs from the earth—not the asphalt and concrete of a Chicago or New York City. Says Jimmy of the upcoming Festival, "And ain't no Hotentanny, no sir-ee, the Rackensack tribe don't have no country strolls with the urban-hired 'Uncle Berry' say it is an 'illegitimate word.' What we have is a real hillbilly folk festival put on by real country people."

The Rackensack farmers, tie-hackers, sorghum-harrows, and fox-hunters love to sing all kinds of songs: British Ballads, American Folksongs, spirituals, and riddles. They sing solos, duets, quartets, and occasionally everybody joins in an old favorite.

They play about all kinds of folk instruments, fiddles, mandolins, guitars, banjos, auto-harps, harmonicas, piccolos, fife and gourd, and the jawbone of the wild jacks."

Continuing with his observations of the folklorist, Ozark style, Drifwood said, "Someone has said that the trees planted by Ozark people have their roots in Merce England and their tops in the Scottish Highland, and that Anglo-Saxon rivers ripple in their speech."

WHOW, Clinton, Ill., which boasts of being the only full-time c&w station in Central Illinois, will soon begin its 14th year of presenting live country music. Its current "Cornbelt Country Style" seg, aired daily, spotlights such country talent as Junior Garner and the Sandusky Valley Boys, Marvin Lee, Lee Randle, the Arkansas Travelers, John Harford, the Country Squires, and Uncle Johnny Barton, among others. Spinning the country platters on WHOW these days are Johnny Barton, John Harford, Jack Reno, Bill Ward, and John Klingner. Tex Williams, now working under the guidance of Jack Murrah, shows his new act in a series of appearances from Commerce Road in Red Bluff, Calif., April 18, and then goes to Omaha to kick off a new series of appearances with promoter Hal Peebles, starting April 24. Following the Peebles trek, Tex makes a 12-day swing through the South with John Hill Agency and Billy Grey. On June 5, Williams leaves for an extended tour of Japan. Upon his return in August, Tex will do five West Coast roles.

# NASHVILLE SCENE

• Continued from page 19

TV has been extended for year-round viewing. Porter plans a new album by May 1. Randy Boone, a regular on NBC's "The Virginian," paid a visit to Nashville's Billboard office recently. Randy was in Music City discussing possible recording contracts. The Wallace Brothers have a hot new single "Precious Words," which is reported getting strong sells in all parts of the country. The number is one in the Records chart is another thus far. Another Sims release, "Gypsy Woman Told Me," by Eddie Powers, is also looking strong with heavy orders.

Jimmy Martin's road schedule is getting jammed largely due to the success he is having with the Decca smash, "Widow Maker." Jimmy has an album for release in the near future.

Earl Scott is reported ready to switch to a major label. He has dates set for Jackson, Miss., next week, then he moves into Ohio and Alabama.

# Liberty for Marlene

HOLLYWOOD—Liberty has acquired exclusive U. S. distribution rights to Marlene Dietrich's new picture "Precious Have All the Flowers Gone." The tune is sung in German and was originally penned by a sister of Dietrich. The deal was negotiated by Phil Sleaf, Liberty's executive vice-president.

**RCA VICTOR SALUTES**

# ELVIS

**100,000,000 WORLD-WIDE SALES!**



**AVAILABLE NOW! ELVIS PRESLEY NEW WALLET SIZE CALENDAR**

AUSTRALIA

(Country Music Makers, Sydney)  
\*Denotes local origin

- |                  |                  |    |    |   |                                                                |
|------------------|------------------|----|----|---|----------------------------------------------------------------|
| <b>This Week</b> | <b>Last Week</b> |    | 1  | 1 | ALL MY LOVING—The Beatles (Parlophone)—Lendy                   |
|                  |                  | 2  | 2  | 1 | SAW HER STANDING THERE—The Beatles (Parlophone)—Lendy          |
|                  |                  | 3  | 4  | 2 | HAWAII—The Beach Boys (Capitol)—Alberta                        |
|                  |                  | 4  | 3  | 3 | ANYONE WHO HAD A HEART—Donna Warlick (Philips)—Belinda         |
|                  |                  | 5  | 5  | 4 | CALIFORNIA SUN—The Riviera (W. & G.)—Chappell                  |
|                  |                  | 6  | 5  | 5 | DAWN (Go Away)—The 4 Seasons (Philly)—Caste                    |
|                  |                  | 7  | 6  | 6 | BITS AND PIECES—The Dave Clark Five (Columbia)—Caste           |
|                  |                  | 8  | 10 | 7 | THAT'S WHAT I WANT—Cubans (RCA)—Southern                       |
|                  |                  | 9  | 8  | 8 | ROLL OVER BROTHERHOOD—The Beatles (Parlophone)—Booney & Hawkes |
|                  |                  | 10 | 9  | 9 | THE HAREM—Arkie Roth                                           |

FRENCH (WALLOON) BELGIUM

(Country Jake Box Music/ner)  
\*Denotes local origin

- |                  |                  |   |   |   |                                                                  |
|------------------|------------------|---|---|---|------------------------------------------------------------------|
| <b>This Week</b> | <b>Last Week</b> |   | 1 | 1 | VOUS PERMETTEZ MONSIEUR—Adams (Fidel)—Admore & Beethoven         |
|                  |                  | 2 | 2 | 2 | EXCUSE-MOI PARTENAIRE Jolivet, Hallyday (Philips)—Francobel      |
|                  |                  | 3 | 3 | 3 | TOMBE LA NIGIE—Adams (Fidel)—Rudy                                |
|                  |                  | 4 | 4 | 4 | MARIA ELENA—Los Indios Tiberias (RCA)—World                      |
|                  |                  | 5 | 5 | 5 | A PRESENT TU PEUX T'EN ALLER—Richard Anthony (Columbia)—Chappell |
|                  |                  | 6 | 6 | 6 | NON HO LETTA PER AMARMI—Giorgia Cingotti (Show Records)—Halmec   |
|                  |                  | 7 | 7 | 7 | PRES DE MA RIVIERE—Robert Copin (Philips)—                       |

- |    |    |                                                         |
|----|----|---------------------------------------------------------|
| 10 | 10 | SHIRT ON LOVE—Gino Baccari—Petrucci—No Sub-publisher    |
| 7  | 8  | I WANT TO HOLD YOUR HAND—The Beatles (Mercury)—Tordella |
| 8  | 9  | DANCE SHERBO—Conie Francis (MG-M)—Munko                 |
| 9  | 9  | LA NOIVA—Pray Hayama (King)—Sussner                     |
| 10 | 10 | SUGATA SANSHIRO—Murata, Haden (Columbia)—JASRAC         |

MEXICO

(Country Audiomexico)  
\*Denotes local origin

- |                  |                  |   |    |   |                                                        |
|------------------|------------------|---|----|---|--------------------------------------------------------|
| <b>This Week</b> | <b>Last Week</b> |   | 1  | 2 | IF I HAD A HAMMER—Toni Lopez (Reprise)—Ludlow Music    |
|                  |                  | 2 | 1  | 1 | ENTRIGA TOTAL—Javier Solis (CBS)—Mundo Musical         |
|                  |                  | 3 | 10 | 3 | I WANT TO HOLD YOUR HAND—The Beatles (Mercury)—Pendine |

COUNTRY MUSIC CORNER

Continued from page 19

set for appearances at the Palace Theater, Corning, N. Y., May 14; Civic Center, Potsdam, N. Y., May 15; High School Auditorium, Beamsville, Ont., May 16, and the Farm & Home Center, Lockport, N. Y., May 17. Ramblin' Lou is promoting among his listeners a hus tour to

the WVVA "Jamboree" in Wheeling, W. Va., Saturday and Sunday, May 2-3. Bill Nettles, songwriter and retired country singer, who formerly toured with his unit billed as the Dixie Blue Boys, has penned a new tune, "You Can't Keep Me From Loving You," which is being featured by his nine-year-old grandson, Romale Thibodeaux, guitarist-singer.

WHOW, Clinton, Ill., which boasts of being the only full-time c.d.w. station in Central Illinois, will soon begin its 14th year of resolute live country

Plan Culture Center

Continued from page 19

about his thinking that real folk music springs from the earth—not the asphalt and concrete of

# ALBUMS



Includes "It's Now or Never," "Fame and Fortune," "I Gotta Know."

LPM LSP-2765



Includes "Beyond the Bend," "Take Me to the Fair," "I Gotta Know."

LPM LSP-2697



Includes "Put the Blame on Me," "Judy," "Elvis Me a Right."

LPM LSP-2370



Includes "One Night," "I Need Your Love Tonight," "I Got Stung."

LPM LSP-2075 (a)



Includes "Hound Dog," "Don't Be Cruel," "All Shook Up," "Love Me." LPM LSP-1707 (a)



Includes "Where Do You Come From," "Because of Love," "I Don't Want To."

LPM LSP-2621



Includes "Known Only to Him," "Jamboree the Battle," "White Way."

LPM LSP-2328



Includes "Is It So Strange," "Young and Beautiful," "We're Gonna Move."

LPM-2011



Includes "Blueberry Hill," "Lonesome Cowboy," "I Need You So." LPM LSP-1515 (a)



Includes "Kiss Me Quick," "I'm Yours," "That's Someone You Never Forget."

LPM LSP-2523



Includes "What's She Really Like," "Wooden Heart," "Blue Suede Shoes."

LPM LSP-2256



Includes "That's All Right," "Loudy, Miss Claudy," "My Baby Left Me."

LPM-1990



Includes "Long Tall Sally," "Ready Teddy," "Anyplace Is Paradise." LPM LSP-1382 (a)



Includes "Bossa Nova, Baby," "Love Me Tonight," "Guadalajara."

LPM LSP-2766



Includes "Can't Help Falling in Love," "Island of Love," "Mo More."

LPM LSP-2426



Includes "Fever," "The Girl of My Best Friend," "Such a Night."

LPM LSP-2231



Includes "As Long As I Have You," "Trouble," "Hard Headed Woman."

LPM LSP-1884 (a)



Includes "I Got a Woman," "Just Because," "One Sided Love Affair." LPM LSP-1254 (a)

RCA VICTOR SALUTES

# ELVIS

## SINGLES

WITH 4 TRACK RECORDS

ELVIS PRESLEY  
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4:10 4:10

ELVIS PRESLEY  
4:10 4:10 4:10 4:10



4:10 4:10

ELVIS PRESLEY  
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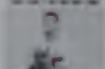
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ELVIS PRESLEY  
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ELVIS PRESLEY  
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4:10 4:10

ELVIS PRESLEY - I AM A SOLID ROCK

ELVIS PRESLEY - I AM A SOLID ROCK

ELVIS PRESLEY - I AM A SOLID ROCK

ELVIS PRESLEY - I AM A SOLID ROCK

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ELVIS PRESLEY - I AM A SOLID ROCK

ALL AVAILABLE THROUGH YOUR RCA VICTOR  DISTRIBUTOR



**FIRST BEATLE HEAD:** A special Beatle-head plaque was given to the hit British act at their home ground along with special Billboard achievement awards. Awards were shown on TV in the picture are Bobby Vee, Paul McCartney (holding Beatle-head), John Lennon, Dusty Springfield, deejay Keith Fordyce, and, holding the achievement wards, BB European director, Andre De Vekey.

## Everest Gains Pep Restraint

**HOLLYWOOD**—Everest Records was granted a permanent injunction last week against Pep Record Sales and Allied Recordings, restraining them from selling and pressing the Fontana single of "Be Anything But Me Mine" by Gloria Lynne.

Los Angeles Superior Court Judge Harold Collins also granted Bernie Solomon an additional 15-day temporary restraining order against Mercury Record Corporation, barring the complete sale and distribution of Miss Lynne's Fontana single or future Fontana product. Mercury and Fontana are both owned by Philip Phanet Industries. Judge Collins set April 15 as the hearing date on the permanent injunction. The temporary injunction also bars the vocalist from recording for any other company. Solomon claims Miss Lynne was signed to a three-year Everest contract December 1962.

Solomon is also suing Mercury Corporation for \$200,000 damages, while asking for financial profits and proceeds derived from sale of the "Be Anything" single.

## Sing Tour Key to Records

**ROME**—The 3d Cantagiro (Singing Tour) of Italy has been set by Elio Radadelli to run from June 26 to July 12 with stops during three preceding days in Ancona. In past two years this event has brought to light several top singers in its newcomers division.

Division A which includes name singers has been won in the past by Adriano Celentano and Peppino di Capri, both of whom are ineligible for this year's tour. Division B has brought to light Michele, whose tour disk went immediately to number one in Italy after his victory a year ago. Donatella Moretti and Isabella Yancetti among others.

Sixteen singers take part in each division and are pitted against each other in contests in different cities and resorts of each night. Top eight in each division engage in final eliminations at Fiuggi, spa near Rome, on final two nights, July 11 and 12.

April 18, 1964, BILLBOARD

## More Mail Order Music in Japan

**TOKYO**—On the heels of successful Reader's Digest and Concert Hall Society, Japan Direct Mail Record Club is to take a how shortly. The authorized capital of this company is \$110,000 and is to distribute the disk produced by EMI's World Record Club comprised of 80 percent stereo and 20 percent monoaural.

Prices will be fixed after careful market survey. The firm will not distribute the records currently released by Toshiba Records, affiliate of EMI, but only those which were exclusively recorded by World Record Club.

## Montclair Okays New Contract

**NEW YORK**—Campbell-Connelly has just concluded a long-term renewal contract with Wally Brady for the continuance of Montclair Music, Ltd. The new directors of the company will be Roy Berry and Reg Munnis in London and Wally Brady and Terry Gilkerson from the U. S.

Negotiations for the renewal of Montclair were initiated by the Gould on his recent trip to New York. In the Montclair catalog are such songs as "Memories Are Made of This," "Marianne" and "Greenfields."

## Don Blocker Signs Mack McEachin

**HOLLYWOOD**—Veteran rock and roll producer Jimmy (Mack) McEachin has been signed by Don Blocker, Liberty's executive a.k.a. director. McEachin has already brought to the music quarter to his new label and will begin producing their sessions. Mack formerly worked with two other Hollywood labels, Infinity and World Pacific.

## Mogull Joins Dorsey

**NEW YORK**—Steve Mogull has joined Dorsey Bros. Music to work in the firm's professional department. His chief concern will be on the standard catalog. Prior to joining Dorsey, Mogull was associated with Shapiro-Berstein before that was in the retail disk business in Philadelphia.

# Beatles, Mgr. Deep in Film

**LONDON**—The Beatles and their manager, Brian Epstein, have made separate investments in Woodfall Films, one of the group associated with Sir Michael Balcon in the substantial acquisition of British Lion Films. On both his own and the Beatles' behalf, Epstein joins the Board of Lion-Woodfall that will supervise Woodfall's interest in British Lion.

Shortly after his interest had become known, Epstein revealed that another of his artists, consistent chart-topper Billy J. Kramer, will make his first film for Lion-Woodfall—probably later this year.

A great deal of significance is placed here on this, the Beatles' major investment. The group is believed to have invested a very substantial sum in the movie set-up.

British TV producer Jack Good, who has been working in America for the past 18 months, flew to London last week to finalize a deal with Epstein for an hour-long television spectacular starring the Beatles, Cilla

Black and Sounds, Inc., which he will film April 27 and 28.

Associated "Rediffusion" will have the spectacular for screening here—probably in early May—and Epstein is currently negotiating its sale in other parts of the world.

## GOONS DROP LP ON GB VOTING

**LONDON**—With a British general election pending, two satirical political LPs are being issued. After six years without a release, the Goons—Harry Secombe, Peter Sellers and Spike Milligan—are returning with "How to Win an Election (Or Not to Lose by Much)" (Philips). On Transatlantic, director Nathan Joseph, writer Leon Rossillon and critic Stephen Sedley have recorded "Vote for Us."

## Kapp Kicks Off National Ad Program

**NEW YORK**—Kapp Records Sunday (12) kicked off its national consumer advertising program on Jack Jones with advertisements in Chicago, Detroit, Washington, Philadelphia and New York newspapers.

The advertisements, handled co-operatively between the local Kapp distributors and the local Korvette outlets, are being made available to other retail outlets on a co-operative basis through the distributors.

On Monday (13) window displays promoting Jones will be installed in 10 major markets.

Special lists being distributed to dealers by distributors include Jack Jones plastic divider cards for browsers and racks, window streamers, four-color 23-by-29-inch pictures, canvas and color pictures with album jackets and ad mat sheets for the co-operative advertising program. Also available are floor hangers and special signs.

## Award Contracts Two Producers

**NEW YORK**—Award Music, the record producing firm, has signed Gregory Carroll and Paul Kaufman to exclusive writing and producing deals.

Carroll's production assignments will include records for Doris Troy, the Vibrations, Ruth Brown, Big Joe Turner, Loretta King, and the Rometrics. Kaufman has recently left the former Gems-Columbia set-up. His assignment will take in disks for Sal Mineo, Carole Shaw, the Pacers and Carl Dohkins Jr.



**DICK CLARK AND JOHNNY MATHIS** have a moment together before entertaining guests at the welcome-to-Hollywood party for Clark hosted by Mathis recently at the Grenadier Restaurant.

## "I'm Loving You More Every Day"

by

Etta James

Argo 5465

## "SLIP- ON- MULES"



by

Sugar Pie De Santo

Checker 1073



## "LONG TALL SHORTY"

by

Tommy Tucker

Checker 1075

**CHESS**

PRODUCING CORP.

3120 S. Michigan Chicago 16, Ill.

# GEMA Fights for Taping Clause in Copyright Bill

By OMER ANDERSON

BONN—West Germany's performing rights society, GEMA, is making headway in its campaign to get private music taping included in the draft copyright bill now in parliamentary committee.

GEMA, the ASCAP counterpart, originally succeeded in having the private taping royalty inserted in the draft bill (paragraph 54, sentence 3). Under the German system, all new legislation goes first to the Bundestag, the upper house of parliament corresponding roughly to the U.S. Senate, for preliminary approval.

The Bundestag eliminated the private taping royalty paragraph as an "infringement of the private sphere." At this point, the Bonn government, which has been supporting the taping royalty, retired from the fray. With the government looking the other way, the emasculated bill was passed by the Bundestag (lower house) on routine first reading and sent to committee.

## GEMA Fighting

GEMA is striving to have the taping paragraph restored to the bill in committee. Three current developments have brightened GEMA's prospects for success: 1) West Germany's major national daily newspaper, Die Welt, has swung behind GEMA on the private taping issue.

2) GEMA is winning public support: 5,000 tape recorder owners have voluntarily paid the annual \$2.50 taping fee asked by GEMA.

3) The government unwittingly has pointed to the inconsistency of the Bundestag's action by pressing a drive against so-called "black listeners" (and TV viewers) to the government-managed radio and TV.

It is understood, moreover, that committee members are under strong pressure from the disk industry to restore the royalty paragraph. There are indications that perhaps a majority of committee members are now behind GEMA.

## Strong Impact

Die Welt's editorial stand on the private taping issue has had great, and perhaps decisive impact. The Hamburg newspaper has been campaigning in this country that the New York Times has in the U.S.

It takes the position that the taping issue has been subjected to parliamentary demagoguery, and that it is misleading and ridiculous to conjure up visions

of a "GEMA Gestapo" being spawned by the taping paragraph.

Die Welt's argument that it is the private tape recorder owner who is in the wrong on the taping issue, that he is taking something to which he is not entitled. Die Welt says that the present pace of taping threatens the entire music industry, and this is the only substantive issue.

Die Welt says that there will be five million tape recorders in private German households by 1965 (out of a population of 52 million), and that the market for records will shrink to radio stations, public dance spots, and museums. When this happens, adds Die Welt, there will be a corresponding contraction in the creative output of authors-composers.

GEMA claims it has been overwhelmed by popular support with the taping issue, 5,000 tape recorder owners hav-

ing mailed in their payments of \$2.50 spontaneously.

Meanwhile, the Bonn government is conducting what amounts to a military campaign against illegal listening and viewing of the quasi-state radio and TV. Listeners are required to pay a 50-cent monthly listening fee and TV set owners a \$1.25 monthly fee. This money is collected by the federal revenue and apportioned by the government to the radio and TV networks.

Obviously, there is considerable effort at evasion of the fees, and the government has devised electronic snooping gear, which monitors listening and viewing. Truck-mounted monitor crews cruise the streets checking their monitors against the post office's list of payers.

Der Welt concludes that "intrusion into the private sphere" is already here, and that the government is the guilty party.

## MUSIC AS WRITTEN

### SAN FRANCISCO

San Jose night club owner Paul Catalano will host the Beatles to the Cow Palace, probably August 18. Catalano plans to put tickets on sale immediately with the prospect of a complete two-show sellout.

Slam, Gaillard, holding forth at the Monkey Bar in San Jose, has started his own record label, SGM Records. First release features two singles by an impressive young singer named Alma Ballew. Pianist Earl Hines, who now manages his own club in Oakland, flew to New York for a concert in early March, then quickly returned home without missing a beat. Hines gave up his Dixieland band some time ago in favor of his present piano-organ-tenor setup, but he has hired a Dixie crew for Monday nights, with which he regularly sits in for kicks.

Barry Olivier, an active promoter of folk concerts in the Bay Region, is appearing as a folk singer himself, at Oakland's Left Bank. . . . The Monterey Folk Festival is now set for one day only, May 30. The Lineaters are scheduled to appear and Lou Gottlieb will be master of ceremonies. . . . Vine Guaraldi is composing music for the sound track of a TV film on the life of cartoonist Charles (Peanuts) Schultz.

San Francisco State College holds its annual jazz festival April 25, with name jazz planned. . . . San Jose State College will host its first annual Day of Jazz festival April 11, with seven college big bands competing and KJAZZ dj Herb Wong emceeding ceremonies. The Smothers Brothers recorded their University of San Francisco concert here March 19.

## DICK HADLOCK

### PHILADELPHIA

Strand Records, based in New York, applied for a charter of incorporation for the operation of business in Pennsylvania by its distribution branch at 905 N. Broad Street. . . . Vocalist Don Gardner teamed up with Jud Gaines to open a talent agency here—Sonic Attractions. Gardner will be based in New York. . . . Fabulous Impressions, Inc., is the newest record industry enterprise to set up shop here with the new firm also turning to music publishing and concert promotions. . . . Red Schwartz, national promotion manager for Cameo-Parkway Records, is in Metropolitan Philadelphia recovering from surgery.

Music room niety owner Herb Alpert, who continues his music relations with the slating of Ray Charles at Convention Hall comes May 15, is negotiating with the Beatles to the 130,000-seat Kennedy Stadium next August when the foursome return here. . . . Chantclair Recording Company adds another local label to the local waxing scene.

MAURIE H. ORODENKER

### CHICAGO

It's still only a rumor, but one of the city's biggest independent record distributor names is being linked with the prospective sale of a big radio outlet here. To date, no concrete details are known.

Ex-Vancouverite Ken Coleman does a take off on his new Epic release, "The Talking Dog," in his show at the Playboy Club. . . . United Record Distributors has moved to new and larger quarters at South Michigan. . . . Mayor Randall Miller of Michigan City declared Friday (20) as WGN Barn Dance Day. The entire cast of WGN-TV Barn Dance, under

ON THE DOTTED LINE: Peter Nero inks his latest long-term pact with Victor. Flanking the pianist are George R. Marek, executive vice-president (left), and top a. & R. tapper, Steve Sholes (right).

## U. A. Signs Caiola To Lengthy Deal

NEW YORK—Al Caiola, conductor-arranger-guitarist, has been resigned to an exclusive long-term deal by United Artists Records.

The Caiola signing is the second major deal to be firm by UA within a week. Previously, touring Betty Carter was signed to a long-term album and singles pact.

## Laurie Group Adds Ernest Maresca

NEW YORK—In line with the expansion of its publishing operation, the Laurie group (Schwartz Music, Just Music, Rogelle and Vihar Music) has added Ernest Maresca to its executive staff. Maresca will be in charge of the development of new writing talent as well as working with artists and groups seeking material for recording sessions. Maresca has past hits as a writer including "Run-around Sue," "Shout, Shout," "Gonna Be the It Girl Donna" and "No One Knows."

## Wordless Beatles

NEW YORK—Roosevelt Music Company, Inc., has acquired the American rights to the sole instrumental recording by the Beatles. Title is "Cry for the Shovel."

## Hawkins Forms Label

NEW YORK—A new label, Jameo-Hawk Records, has been formed here, headquartered in Jamaica, L. I. The label's president is George Hawkins and the records are being produced by Bill Seabrook, vet disk man. Ronnie Gerson is in charge of sales and promotion. Current action for the label is centered in Baltimore where the firm's current release, "Sweet Summer" by Rosemarie and Bill Levy, is getting initial play.

the direction of Doph Hewitt, performed at the Elston High School Auditorium before some 3,000 fans. NICK BIRIO

### MEMPHIS

Smash Records' Jerry Lee Lewis returned from his third tour of duty at Elston and three years. His combo, incidentally, is touring the South and Midwest during April. . . . Singer Della Workman Leake and Hi Records sax star Ace Cannon and his Combo headline the Kennett, Mo., Jaycees benefit show, April 14 at the Kennett High School gym. Bobby Vinton and Jimmy Gilmer will also perform.

ELTON WHISENUNT

BILLBOARD, April 18, 1964

May Collins #3

4 WEEKS ON CHARTS WATCH IT!!!!!!

EX-243 (MONO), EX-7243 (STEREO)

ELEKTRA RECORDS

51 West 51 St., New York, N.Y. 10019



HITSVILLE STRIKES AGAIN!

HOT POP SPOTLIGHT

"EVERY LITTLE BIT HURTS"

BRENDA HOLLOWAY

Tamla 14094

TAMLA/MOTOWN RECORDS

Detroit, Mich.

HEADING FOR THE CHARTS

"HIT 'N' RUN LOVER"

The Ladelles

DESHAM RECORDS

702 W. Wisconsin Ave.

781-6431 (Area Code 313)

## COMING NEXT WEEK... SPECIAL 8 1/2x11 NARROW SUPPLEMENT

Published concurrently with the Miami Beach Convention of the National Association of Record Merchandisers

The first major documentation of the important record merchandising industry . . . and its role in today's marketing evolution.

Another "Extra Industry Service" Edition

from **Billboard**

# MOVING SACRED MUSIC



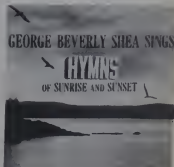
The ever-popular singing group with a powerful message on songs like "I'll Never Walk Alone," "Christ Is the Answer" and "Use Me." LPM/LSP-2836



Sacred music with the special Gibson touch. Songs like "Hide Me, Rock of Ages," "Then I Met the Master" and "He's Everywhere." LPM/LSP-2878



A truly different sound by a great new gospel find. Inspiring songs like "Until Then," "Leave It There" and "Kneel at the Cross." LPM/LSP-2837



America's beloved gospel singer with songs the nation loves. Includes "Lord in the Morning," "Take God by the Hand" and "An Evening Prayer." LPM/LSP-2839

## RCA VICTOR

The most trusted name in sound

# Why Not Best Music Stations

By BILL GAVIN

A good many radio network affiliates suffered serious traumatic shock in the early '50s, when television preempted the big nighttime shows and the big audiences that went with them. The realization that their ratings now depended on their own local programming, strenuously, rather than on large budget productions fed to them from New York and Hollywood, was a development that they were poorly prepared to cope with.

The past several years have witnessed a healthy recovery on the part of many network stations. A number of ABC stations (e.g., WLS-Chicago, WXYZ-Detroit, KQV-Pittsburgh and WABC-New York) have achieved significant rating success through a top pop formula. CBS stations, notably KMOX-St. Louis, WYQ-Minneapolis and KCBS-San Francisco, have done very well in concentrating on news and special features of community interest, with music playing a secondary role in their programs. NAB stations have tried a number of different approaches, with varying degrees of success. The well produced weekend "Monitor" feature is usually good and occasionally outstanding, but has not produced high ratings.

Most of the network stations have clung to their prestige image and have avoided the kind of music usually associated with teen-age tastes. In doing so, they have put themselves in a much more competitive field than that encountered by the top 40 stations. In a large majority of American cities there are no more than two top 40 stations, which divide between them roughly 40 per cent to 50 per cent of the available radio audience. The remaining 50 per cent to 60 per cent of listeners is distributed among a much larger number of non-rock stations. Depending on the size of the city and the number of frequencies allotted to it, there may be from five to 10 stations serving this segment of the listeners who don't tune in top 40 music.

It is not unusual for one or two non-rock stations to show consistently in the top rating brackets of their respective localities, primarily on the merit of their music and personalities. WIP-Philadelphia, WIND-Chicago, WNLW-New York, KMPX-Los Angeles and KSFQ-San Francisco do extremely well in the rating battle, although the last two stations improve their positions with major league baseball coverage.

There is no reason why a network affiliate cannot do as well as the top independents in capitalizing on music programming and personalities. The explanation may well be found in management's frame of reference with regard to recorded music. A record is either "good" or "bad," and any "good" music is acceptable. The prestige concept permeates management and prevents an awareness that there is a commercial aspect to good music as well as to teen fare.

Independents with non-rock music policies out-pace the networks in a number of large cities. This may be due to the networks' stubborn allegiance to the block programming tradition, which produces a hedgehog-like inconsistency from one time of day to another. Simply eliminating hard rock sounds from the music does not automatically guarantee adult appeal.

With all the many so-called good music stations in the nation, it is a mystery why there are not more "best music" stations. A few stations (not networks) have found the answer in a policy that concentrates heavily on the greatest all-time hits, plus a few—perhaps one or two per hour—of the acceptable current favorites. WREN-Toronto and KWWN-Vancouver have had excellent success with such a policy.

Symphony conductors have long recognized the importance of including a substantial amount of familiar "war horses" in their programs. It is not too extreme to suggest that there is a "top 40" in the symphony concert field, just as there is a top 40 in popular recorded music.

In other words, the hit concept has proved its power to build audiences in theaters, concert halls, television and radio. Its application still has a long way to go in radio programming.

## Vital Radio Produces Dull Meet

• Continued from page 12

sheet, when you remain silent in the face of a threat which could shake the first amendment's proud oak to its very roots, you tarnish the ideal's enshrinement in the Constitution and invite an attitude of suspicion. You join the forces of crass complacency, in a large majority of American cities there are no more than two top 40 stations, which divide between them roughly 40 per cent to 50 per cent of the available radio audience. The remaining 50 per cent to 60 per cent of listeners is distributed among a much larger number of non-rock stations. Depending on the size of the city and the number of frequencies allotted to it, there may be from five to 10 stations serving this segment of the listeners who don't tune in top 40 music.

"There is no such complacency, I assure you, in the halls of the FCC," said Henry. Whether it was complacency, or lack of interest that saw only the luncheon packed to capacity, it is difficult to know. However, one could observe the job of the Conrad Hilton, its cavernous corridors and multiplicity of hospitality suites jammed with delegates eagerly seeking diversion while panel discussion were taking place on the aerodrome-like rooms on the floors below.

The purveyors of programs, syndicated shows and programming services enjoyed a reportedly brisk business during the four-day meet. Station execs and a few program directors had an opportunity to view and audition the sights and sounds of tomorrow.

Offering newly created programming services for broadcast stations were Mark Centurion Corp., New York City; PAMS Productions, Dallas; Commercial Recording Corp., Dallas; Pepper Sound Studios, Miami; SESAC, New York City; and Richard H. Ullman, Inc., Hollywood, and newcomer to the field Hartwest Productions, Inc., New York City to name a few.

Making a strong pitch for drama programming, were the Chicago-based Michaelson firm, NANA Radio, both in New York City and Mars Brookside, Stamford, Conn.

Although in no competition with any of the discussion panels or speeches the SESAC Suite 1900 featuring continuous live music with the performance by Duke Ellington and his orchestra, Ernest Tubbs and his group, Roy Hamilton, Margie Singleton, Hildgarde and others, clocked many more visitors each night than took part in all of the radio-TV panel seminars (luncheons excluded).

Among the worthy new diversions provided for the delegates this year was Triangle Broadcasting's replica of an old English pub where the roasts, beef sandwiches by the thousands, English mustard and ale kept the pub represented by the firm's syndicated radio and TV programs which also have an international flare in many instances.

A number of broadcasters expressed the desire for more down-to-earth discussions and seminars to help solve their daily operational and programming problems.

One station owner commented that it would be a good idea if the stations made it a point to include their program directors to participate in discussions of programming techniques. Programmers are a rarity at NAB conventions.

Another station executive expressed the hope that the NAB would begin to include in future national conventions, discussions and exchange of ideas on the successful station formats, public affairs projects and promotions. Citing the Westinghouse Public Affairs Conference held in Cleveland this past winter, several broadcasters told Billboard that they are going to urge the NAB to include the Group W format for their panel discussions in the future, calling the Group W conference the "most stimulating

## With the Jockeys

• continued from page 12

Johnny Russell from KATA-Radio, Arcata, Calif. "We play country all day long and then switch to so-called 'good music' from 6-11 p.m. Between Bill Lively and myself, we handle 60 hours of country a week. Other KATA deejays are Dennis Edmon and Kent Monroe.

## COUNTRY D.J. OF THE WEEK



WISN Radio's "Mister DJ USA" April 17 will be Charlie Grant of Radio WGRV, Greenlee, Tenn. WGRV is an All-40 outlet situated in an expanding industrial area of East Tennessee. Charlie is an eight-year veteran of Country Music Radio and handles two shows daily 530 a.m. and 1:05 p.m. featuring a wide variety of Country Music.

A native of Greenville, Ga., Charlie is married and has a five-year-old daughter.

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"YOU DON'T GET IT"  
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"THERE WOULD BE A LAW"  
SANDY DREYER  
"A TOP INSTRUMENTAL"  
RABBIT ROCCO  
"BIG RICK AND TONY MY HEART"  
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BOBBY BLAND'S  
"ANYTHING YOU CAN DO"  
DUE 17  
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"TUTTY"  
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PEACOCK 318  
"CHRISTIAN'S WALKING"  
THE BROS. AND  
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# Vanguard Issues Beethoven From Library of Congress

By JOHN HAYS  
NEW YORK—Another Masterwork restored. In 1944 two of the most formidable talents of the 20th century in a cycle of three programs at the Library of Congress in Washington, performed the 10 Beethoven Sonatas for violin and piano. The artists were Joseph Szigeti and Claudio Arrau and the recordings were done for the library's archives. Now, 20 years later these recordings are available (for the first time to the public through the co-operation of the music division of the library and on the Vanguard label (4-12), VRS 1109-12).

It is regrettable that we have had to wait so long for a record of these performances, for they certainly deserve a place among the finest of the many sets now available.

**The Recordings**  
These are not perfect disks, by any means, but they possess the vitality and excitement of performances done before a live audience without the assurance of clearing-up sessions. As a consequence slight distracting sounds, coughs and scrippings form a periodic punctuation in the background, and there are occasional imbalances between the two instruments. One suspects this is due to the original recordings and not to the present Vanguard engineering. But this is minimal when compared with the merits of the recordings.

A partnership of two such interpretive giants is itself



JOSEPH SZIGETI



CLAUDIO ARRAU

significant, but when the results are as those found on these disks, it is illuminating. Both men possess the penetrating intelligence, the unity of heart and mind and the brilliant virtuosity so necessary to the grand concepts of the Beethoven Sonatas. Here can be found the beauty, strength, spirituality and militancy of the human expression from the fierce, impassioned dramatics of the "Kreutzer" Sonata to the quiet, tender melodies of the "Spring" these performances have the

vibrant immediacy which make them exceptional under any comparison. Vanguard is to be commended for resurrecting this contribution to our musical heritage.

The set is a considerable bargain at the special anniversary price of \$11.95. Also especially proud on Vanguard-Bach Group is the superb Szigeti recordings of Bach's Six Sonatas and Partitas for solo violin (3-12) BG-6279 (M) \$9.95.

## CLASSICAL NEWS

NEW YORK — The famed Berlin Philharmonic Orchestra will make its fourth American tour next year visiting 17 Eastern and Midwestern cities in 28 days. Sharing the podium will be two of Europe's most distinguished conductors, Herbert Von Karajan, the orchestra's permanent conductor, and Eugen Jochum. The tour will begin in New York January 19, with Karajan conducting the nine Beethoven Symphonies in five (Continued on page 46)

## First 8 Albums in Literature Series

NEW YORK — Spoken Arts has released the first eight albums of a projected 70 in its Treasury of English Literature series. The project, one of the most ambitious of its kind, will be devoted to the recording of significant literature from Chaucer through T. S. Eliot.

The first releases, under the running title "Treasury of..." cover selected poetry of Tennyson (MS8), Donne (MS9), Wordsworth (MS6), Browning (MS7), Keats (MS6), Milton (MS7), Dryden (MS8) and Shelley (MS9).

**Poetry Selection**  
The choice of poems for these recordings is for the most part representative, with a leaning toward the familiar. This should prove an advantage in the library-school market to which the series was given an especial appeal. Fortunately there has been no by-passing of the longer poems for the sake of the number. Tennyson's "Memoriam," for example, is not complete, takes up one entire side as do Keats' "The Eve of St. Agnes," "The Eve of St. Martin" and "The Eve of St. Agnes." Fra Lippo Lippi" and the selections from Shelley's "Adonais" Milton's "Lycidas" and Wordsworth's "Intimations of Immortality" are also recorded in their entirety.

**Readings**  
The readings by Robert Speaight and Robert Edson are at times well brought out and in the best possible taste.

Never hurried, the poems are paced for a maximum of clarity and communication. This occasionally results in an evenness which, while never monotonous, tends to deprive some of the poetry of its urgency. This is most evident in the Browning where the narrative poems are almost stage pieces, demanding a strong dramatic approach. Speaight tends to be a bit too genteel for the lusty, Renaissance figure of Fra Lippo Lippi; and in "My Last Duchess" he is ingenuous rather than subtle. But these are minor flaws when weighed against the over-all excellence of these recordings.

Both men have handsome, well-modulated voices, and exercise them with admirable discipline, never straining for effects by an unwanted use of vibrato or often a failing of poetry readings.

Speaight, heard on the majority of these recordings, has the more flexible voice. He is most effective in the descriptive and lyric poems, and his sympathetic response to the poetry of the Romantics is all one could ask for.

Arthur Lee Klein, president of Spoken Arts, leaves for Europe this month for five weeks where he plans to produce additional LP's for the series. If the future recordings are on a par with these, we have much to look forward to.

JOHN HAYS

## BEST SELLING CLASSICAL LP'S

Below is a list of best selling Classical LP's, by category, in top Classical Retail Outlets. Four categories will be covered each month, rotating every two weeks. The categories are Opera, Vocal and Choral, Solo Instrumental and Concerti, Orchestral and Chamber Music.

### OPERA, VOCAL AND CHORAL

This Week

- VERDI:** Falstaff, Evans, Langan, De Palma, Fenn, Simionato, Merrill, Ligabue. RCA Italiana Opera (M) 6130 (M) 6163 (M) 1
- MASSINET:** Manon (selections), Mollo, Kerns, Di Stefano. RCA Italiana Opera (M) 6130 (M) 6163 (M) 1
- FALLA:** El Amor Brujo. BERLIOZ: Nuits d'été. Price, Chicago Symphony Orch. / Everest. RCA Victor (M) 2695 (M) 1
- MOZART:** Requiem, K. 626; Cushing, Boston Symphony / London. RCA Victor (M) 12-12 (M) 7-30 (M) 1
- BELLINI:** Puritani, Sutherland, Duval, Caspary, Maggio Musicale Fiorentino / Bonyng. London (M) 3-12 (M) 4133 (M) 1
- GIORDANO:** Andrea Chénier, Corelli, Stella, Sereni, Montarsolo, Rome Opera Ch. & Ch. / Santini. Angel (M) 3-12 (M) 3645 (M) 1
- BIZET:** Carmen, Reisch, Del Monaco, Sutherland, Krause, Suisse Romande Orch. / Schippers. London (M) 3-12 (M) 4368 (M) 1
- PUCCINI:** Tosca, Price, Di Stefano, Taddei, Vienna Philharmonic Orch. / Von Karajan. RCA Victor (M) 12-12 (M) 7-30 (M) 1
- BRITTEN:** War Requiem, Opus 66, Vainakhova, Pears, Fischer-Dieskau, London Symphony Orch. / Britten. London (M) 12-12 (M) 4255 (M) 1
- SMETANA:** Bartered Bride, Lorengr, Wunderlich, Frick, Cades, Bamberg Symphony / Kempel. Angel (M) 3-12 (M) 3642 (M) 1

This Week

- BEEHOTHEN:** Sonata No. 6 in C Minor "Pathétique," DEBUSSY: Three Preludes, Book 2, CHOPIN: Etudes, Opus 10 and Opus 25 Scherzo No. 1, Opus 20, Vladimir Horowitz. Columbia MS 5941 (M) MS 6541 (M) 1
- MOZART:** Concerto No. 17 in G (piano), K. 453, SCHUBERT: Impromptu, Arrau, Rubinstein, RCA Victor Symphony Orch. / Wallenstein. RCA Victor (M) 2636 (M) 1
- BEEHOTHEN:** Three Favorite Sonatas—'Moonlight' No. 14 in C, 'Appassionata' No. 23 in F, 'Pathétique' No. 8 in C Minor, Rudolph Serkin. Columbia MS 5881 (M) MS 6471 (M) 1
- TCHAIKOVSKY:** Concerto No. 1 in B Flat for Piano & Orch. Van Cliburn, RCA Victor Symphony Orch. / Kondashin. RCA Victor (M) 2252 (M) LSC 2252 (M) 1
- BEEHOTHEN:** Sonatas for Violin and Piano (101 complete), Joseph Szigeti and Claudio Arrau. Vanguard (M) 12-12 (M) 1109 (M) 1
- CHOPIN:** My Favorite Chopin—Polonaise No. 6, Nocturne No. 17, Etudes Nos. 3 and 23, Fantaisie in F Minor, Ballade No. 3, Waltz No. 7, Scherzo No. 3. Van Cliburn. RCA Victor (M) 2576 (M) LSC 2576 (M) 1

## Col. Offers Music Appreciation Course

NEW YORK—Columbia Records, in a promotion which could conceivably lead to increased sales for all classical products, is currently offering a music appreciation program under the title, The Columbia Masterworks Library of Great Music. The 55-LP set consists of 155 works taken from Columbia's classical catalog, based on their best selling sales reports and selected so as to provide the purchaser with a sampling of orchestral and vocal music. Included are symphonies, concertos, keyboard pieces, arias and choruses performed by some of the finest artists and orchestral bodies on record.

With the purchase of the library, Columbia is offering free an Encyclopedia of Music, a two-volume history in words, pictures and recordings, Vol. I, a 75-page booklet, includes bio-

graphical and illustrative material on 190 composers, information (Continued on page 46)

### Columbia Chooses 'Rave Reviews'

NEW YORK—The results of Columbia Records' "Rave Review Contest" are in. Of the 185 dealer entries, 128 winners were announced.

The object of the contest was to match 30 classical albums with the reviews of record reviewers as devoted to the more popular symphonic repertoire and designed to show off high-fidelity equipment.

The contest was a more extensive program, to contain a certain amount of repackaging and re-releasing of the "Demonstration Series" with which Vanguard pioneered the low-priced original-release field several years back.

## Everyman in As Vanguard Classic Subsidiary

NEW YORK—Vanguard Records has inaugurated a budget series to be known as Everyman Classics. The series, in effect, is a continuation of the "Demonstration Series" with which Vanguard pioneered the low-priced original-release field several years back.

The demonstration recordings were devoted to the more popular symphonic repertoire and designed to show off high-fidelity equipment. The series was a more extensive program, to contain a certain amount of repackaging and re-releasing of the "Demonstration Series" with which Vanguard pioneered the low-priced original-release field several years back.

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• Continued from page 1

album sweepstakes for the first time. It also marks a good start for American Broadcasting-Paramount Theater's venture into theater financing via a tie with Lester Osterman and Julie Styne's On Stage Productions. AB-PT, which is ABC-Paramount Record's parent company, had an initial \$262,000 investment in the show with a 10 per cent overall bringing it up to \$288,750. Incidentally, Howie Richmond, who is publishing the score, has a \$24,500 investment. The show stars Beatrice Lillie, Tammy Grimes and Edward Woodward.

As soon as ABC-Paramount gets "High Spirits" rolling, it will start preparations for "Fade In, Fade Out," the Carol Burnett starrer that has a score by Jules Styne, Betty Comden and Adolph Green. This, too, falls into ABC-Paramount's hopper because of the AB-PT tie with On Stage Productions.

Although "Anyone Can Whistle," the Arthur Laurents-Stephen Sondheim musical, opened to four unfavorable notices as against two good ones (see New York Press breakdown on page 10), Goddard Lieberson, Columbia Records president, recorded the original cast album Sunday (12) at the label's New York studios. It was reported earlier in the week that Lieberson had decided to cut the album even when rumors hit the street that the show might fold. It turned out later that the rumors were unfounded and that producers Kermit Bloomgarden and Diana Krasny were going to fight for a run.

Lieberson has some precedent going for him in his decision to do the "Whistle" album. The outstanding example of a Broadway flop which became a hit LP is Leonard Bernstein's "Candide." Lieberson decided to record an original cast album in

• Continued from page 1

roycan product is about double what it was five or six years ago when the market was dominated by American product.

## Record Clubs

There are 16 manufacturers and importers of record labels. The two record clubs in Holland take about 5 per cent of the total business and 17 per cent of the classical market. There is no evidence of this in-

1956 despite all and the album has become a major catalog item that still sells well today, with total figures, including a recently released electronic stereo version, topping 100,000 copies. Lieberson has the same faith in Sondheim's score for "Whistle." It's believed that Columbia has only a token investment in the show.

A week after he records "Whistle," Lieberson will bring the "Hamlet" cast into the Columbia studios for an original cast album. The productions, under the aegis of John Gielgud, stars Richard Burton.

## "West Side" Revival

The "West Side Story" revival at New York's City Center has plenty of disk action going for it. Columbia reports sales of 2,000,000 copies on its original Broadway cast album and over 1,000,000 copies of the sound track album.

All the Broadway musicals produced on Broadway have made the original cast album groove so far this season except for "Foxy," the Bert Lahr starrer with a score by Johnny Mercer and Robert Emmet Dolan. RCA Victor, which has an option to record it hasn't come to any decision yet.

## Cap's Tower Label

• Continued from page 3

Kingston Trio, Nancy Wilson and King Curtis.

Livingston said his pressing plants were so busy with Capitol products that he might have to seek outside pressing facilities to handle Tower product.

## Big Foreign Acts

He said the Beatles had opened a "whole new interest in foreign acts and they all couldn't be handled on Capitol."

Tower will operate from Capitol's Hollywood headquarters and utilize many of the parent firm's service departments, such as legal, credit, accounting and publicity.

It is understood Capitol will not move any of its own talent onto the Tower label, but hopes to compete actively with its new baby, much in the manner Epic a subsidiary of Columbia, competes with its parent for repertoire and air play.

## New Cap Policy

• Continued from page 1

cations, Inc.'s video switching operations.

Capitol Board Chairman Glenn Wallichs told Billboard: "Capitol intends now to employ all its resources to continue increasing its stature and importance in the entertainment industry. This is evident in its establishment of a new subsidiary label, Tower Records, its current dominant position on the Broadway scene, and Capitol Records Distributing Corporation's revolutionary price policies."

creating, said Klavens. It was noticeable that the clauses under the Reader's Digest banner no new offer had been made since last year.

Distribution of records is direct delivery to retailer, there are no wholesalers. Manufacturers do not offer any extra discounts, or "sweeteners" either, nor are any returns allowed. The trading regulations agreed by the two associations have been approved by the Dutch Ministry of Economic Affairs.

By government sanction, all trades are allowed two sales periods per year (last two weeks of January and April) when the sole stock can be cleared. The record industry takes part in this, but by agreement no record is offered at less than 50 per cent of normal selling price.

Classical records are given a two-year life and pops one year before offered in a sale. Immediately the two-week sale period is over, the prices go back to list. Business during these periods amounts to as much as 10 per cent of total year's trading.

Traders selling 90 per cent pop and 10 per cent classical had a five times stock turnover per year, 60 per cent pop—40 per cent classical four times, 20 per cent pop—80 per cent classical twice yearly. Klavens told British dealers that to ensure a healthy and stable trade, it was essential for the fullest co-operation between the diskery and retailer trade organizations. The Dutch record market was now used to this discipline in their thinking which in the end was beneficial to the consumer.

In a speech given later in the session Mr. Green, secretary of the British Resale Price Maintenance Co-ordinating Committee (formed four years ago and representing 14 different trade associations), considered that the British record industry stood as good a chance as the book trade in securing price maintenance for its product.

## MacArthur Tribute

• Continued from page 3

Great," and it was in production before the General's death.

The Atlantic LP was produced in chronological order with narration production and writing by Burns. It is said to contain speeches that were made during the last three months of the General's life. Special tax was commissioned for the LP and it also is being marketed at a suggested list price of \$3.98.

War Speeches  
The album from 20th Century-Fox is titled "Gen. Douglas MacArthur: The War Years." It contains his wartime speeches was culled from the Fox Movietone News files. It is also priced at \$3.98.

The MacArthur package is part of 20th Century-Fox's series of documentaries that already has released a Kennedy memorial album, a "March On Washington" one on the Pope's journey to the Holy Land, The "Holy Land" LP will be sold at the Vatican Pavilion during the Fair. Upcoming in 20th Century-Fox documentary series is "Lindbergh: The First Flight" and "The First Hundred Days." This, too, comes out of the Fox Movietone News files.



## HOT OFF THE PRESS!!

It is Saturday afternoon. A jet heads East to New York and Europe carrying nearly 2,000 copies of Billboard to music industry influentials. Sametime, another jet is getting ready to leave Dayton heading West with copies going to Hawaii and the Far East and Australia.

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## BMI Theater Gets Professional Eye

• Continued from page 10

of the Actors Studio, seeking to broaden the opportunity for active professional participation in the theater.

Writers whose works will be presented in these premiere performances are Joan Bender, Raleigh Bond, William Byler, Gordon Es, Francine Forest, Mel Mitchell, Don Parks, Jerry Powell, Jim Runk, Norman Sachs, Marvin Schofer, Tessa Silverman, Pat Welch, Don Wolf and Cy Young. Many of the writers already have Broadway- and off-Broadway, night club, television and recording credits. For the most part, they are already known within the confines of show business; other members of this group are get-

ting their first chance to display their talents in a professional atmosphere.

Three, completely different showcases of the Musical Theater Workshop will be presented at the Maiman, all under the direction of Lehman Engel, on successive Tuesdays. Robert Sour, BMI vice-president in charge of writer relations, is in charge of the project.

## Col. Offers Course

• Continued from page 42

tive piece on the six ages of music, a discussion of instruments and a guide to pronunciation. Vol. II contains 10 high fidelity recordings of 310 selections keyed to the composers included in Vol. I.

For the dealer the plan has many advantages. Possessing the built-in family appeal of the encyclopedia, it offers the opportunity of selling 55 recordings to one customer. Most of the product is current merchandise, some extending into the February-March releases; others are proven sellers. There is 100 per cent exchange. The suggested list price for the library is \$278 in mono and \$333.08 in stereo.

Designed not as an all inclusive listing, but as a basic repertoire of classical music to which additions can be made, there are, nevertheless, certain inclusions that are to be regretted in such a project. With the exception of Ediet Farel singing a selection of Puccini arias, opera is not represented and there are no chamber music groups. The concentration here is primarily on concertos and symphonic



A reminder to recording artists and record companies from Peter Hume, Billboard's Director of Sales, that this low cost, editorial-style "Col & Caption" space is available weekly on a prime-position, top-readership page. The great of readership? You just read it, didn't you? The cost: just \$49 for guaranteed peak impact.

(Advertisement)

works of the Classic, Romantic and 20th Century periods.

## Brilliant Blue Grass

• Continued from page 10

ognize this music for what it is—one of the important musical art forms. In fact, the audience was so hip that it continually requested specific tunes as encores.

Further, the performance goes forward with utmost aplomb, with a commendable and showmanly simplicity. Some of the numbers were "New York Town," "Petitico Junction," "Bugle Call Rag," "When the Saints Go Marching In" and "You Are My Flower." On the last-named incidentally, Scruggs plays guitar and gets off some beautiful effects.

Leading a rousing comedy

## CLASSICAL NEWS

• Continued from page 42

Carnegie Hall concerts. Brooklyn born soprano, Evelyn Lear, has signed an exclusive recording contract with the Deutsche Grammophon Company. Miss Lear began her European career in 1959 with appearances at the London Festival Hall and the Berlin Opera Company. At present she is a regular member of the Berlin, Vienna and Bavarian Opera companies. In 1965 she will appear at Covent Gardens, London and the San Francisco Opera.

Miss Lear's first recordings for DG's will be a recital of Richard Wagner songs and Bach's "St. John Passion."

All concerts scheduled this spring for Soviet pianist Sviatoslav Richter have been cancelled according to word received by impresario S. Hurlok from Moscow. "Doctor's strict orders . . ." was the reason given. The pianist's American tour, which was to begin in Washington March 5, was announced earlier this year. No future plans were mentioned.

flavor is Grandpa Jones, for decades a favorite country act whose performance is visual as well as musical. "Old Rattler," "Night Train to Memphis" and other of Grandpa's standards were in the repertoire.

They should make a bang-up album.

PAUL ACKERMAN

## Everyman Classics

• Continued from page 42

and a number of recordings never before released in the United States.

The initial release includes two Haydn Symphonies (Nos. 99 and 102) played by the Vienna State Opera Orchestra under the direction of Mogens Woldike, and five recordings with Sir John Barbirolli conducting the Halle Orchestra in symphonic works by Sibelius (No. 1), Dvorak (No. 4) and Scherzo Capriccioso, Vaughan Williams (London Symphony), Tchaikovsky (No. 4) and Brahms' Double Concerto.

In a continuing arrangement with Pye Records, a British recording company, Everyman Classics will make available the Halle-Barbirolli recordings made between 1957 and 1961. Six more are scheduled for a September release.

Some Uniqueness With the exception of the Tchaikovsky and the Brahms which have a heavy recording history, these disks have not been overly represented in catalog. There is only one other recording of both the Dvorak and Vaughan Williams symphonies, three each of the Sibelius and the Haydn Symphony No. 99 and the Haydn Symphony No. 102 has two other listings.

These are all impressive recordings from the standpoint of artistry and engineering and are a welcome addition to the catalog. Barbirolli conducts with great vitality and taste bringing a grand concept and clarity of detail to the music, and the sound reproduction is on a par with the best recordings from Vanguard.

BILLBOARD, April 18, 1964

## Morgana King

• Continued from page 10

son material. Among the wide variety of tunes on her list are such exquisite songs as "Corcovado," and "A Taste of Honey," and they are exquisitely sung.

The singer's latest disk effort will soon appear on the Time label. It will be a large-scale production with 26-piece band including strings.

Alternating with the songstress is Dave McKenna, a solid and artful pianist who is a young veteran sideman of the recording world. He is that rare jazz figure who fits with a wide diversity of jazz groups from the swinging traditional hand to the modern combo. This background has stood him in good stead at the club he plays this date as solo pianist. He has the strong feel for jazz and this makes his effort tightly knit.

JACK MAHER

## More Advances Coming in FM Radio

By DAVID LACHENBRUCH

CHICAGO—FM radio is going to be a bigger money-maker for dealers this year than last. It's gaining more momentum each year, and FM broadcasters are seriously embarking on new projects which should make FM set easier for you to sell. This is apparent at the meetings here of the National Association of Broadcasters and the National Association of FM Broadcasters. As an indication of the increased interest in FM (and the increased ability of FM broadcasters to afford a trip to Chicago), enrollment in this year's FM session was a record 272 broadcasters, up from 159 last year.



There was optimistic news of the receiver sales front, too. James Schulke, outgoing president of the National Association of FM Broadcasters, estimated American dealers would sell a total of 6.4 million FM receiving devices (radios, tuners, FM-equipped phones, car radios). This is almost twice as many sets as were sold just two years ago. Last year, he estimated, 3.1 million FM receivers were sold, up from 3.3 million in 1962, from 2.4 million in 1961, and 2 million in 1960.

The future of FM radio sales and FM broadcasting are bound together, and the outcome of the problems facing broadcasting inevitably will affect the dealer in terms of his radio business. FM stations, by and large, are still struggling economically, although more are beginning to see good, crisp black ink on the ledger.

The meeting in Chicago presented sales and technical aids for FM operators. Of direct interest to dealers were the discussions of the advantages of adding vertical polarization to the transmitting antennas of FM stations. Lest this seem unduly technical, here's an oversimplified summary of what it means:

Like television stations, FM stations send out signals which are polarized in a horizontal plane. Therefore, an FM receiving antenna is generally

a horizontal dipole affair. A vertical antenna, such as an automobile buggy-whip type, often won't work well, except in very strong signal areas. Anticipating a need for better auto FM reception, the Federal Communications Commission long ago modified its rules to permit FM stations to add vertical signals to their horizontal signals. Now, with the increasing success of FM, more interest is being focused on vertical polarization. But the reports at Chicago indicate that it does far more than improve reception of FM in automobiles.

A startling by-product of this type of transmission appears to be a sharp improvement in reception of FM on home and portable receivers, and easier reception of FM stereo. James Gabbert, of San Francisco's FM stereo pioneer, KPEN, discussed measurements he had made of his station's coverage with and without vertical polarization.

He reported that many areas in hilly San Francisco had received poor signals in stereo—some even unable to receive the station. In many cases, addition of the vertical signal cleaned up the stereo sound, bringing good reception to areas which never had it before. So enthusiastic was the station about the results that it coined the word "Vertipower" and promoted it to consumers. "We picked up many listeners who couldn't get us before."

He also found vertical polarization was especially effective in improving reception on receivers which had no outdoor antennas. This may be the most important finding of all, in terms of promoting sales and customer satisfaction in the FM stereo field.

More testing and research is still needed—and it's coming. A survey of 38 FM stations now have been authorized to use vertical polarization. This improvement in the FM signal may well lead to clearer reception, easier tuning of the need for outdoor FM antennas in many of today's real problem reception areas.

In a different field, FM broadcasters aired one of their long-standing gripes at the Chicago

(Continued on page 34)

## MERCHANDISING

BEST SELLING PHONOS • DISK DEALS  
• EQUIPMENT NEWSLETTER

## BEST SELLING

## PHONOGRAPHS, RADIOS &amp; TAPE RECORDERS

These are the nation's best sellers by manufacturers based on results of a month-long study using personal interviews with a representative national cross-section of record-selling outlets (only) that also sell phonographs, radios and/or tape recorders. A different price group is published in the space each week. Each category appears approximately every 14 weeks.

The percentage figures shown for each brand is its share of the total number of weighted points derived from all dealers' responses. Point tabulations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of outlet. Only manufacturers earning 3 per cent or more of the total dealer points are listed below.

## BEST SELLING TRANSISTOR RADIOS

| POSITION   | 1/18/64 | 10/5/63 | BRAND            | % OF TOTAL POINTS |
|------------|---------|---------|------------------|-------------------|
| This Issue | Issue   | Issue   |                  |                   |
| 1          | 1       | 1       | Magnavox         | 17.6              |
| 2          | 2       | 2       | RCA Victor       | 16.5              |
| 3          | 3       | 3       | Zenith           | 16.3              |
| 4          | 5       | 5       | Sony             | 6.1               |
| 5          | —       | —       | Philco           | 5.6               |
| 6          | 4       | 7       | General Electric | 5.3               |
| 7          | 8       | 4       | Channel Master   | 4.5               |
| 8          | —       | —       | Others           | 28.1              |

Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. This does not indicate that the above ranking applies for any period other than the previous month. Those brands that appeared in previous issues for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

1/18/64 Issue: Panasonic (3); Motorola (8).

10/5/63 Issue: Motorola (6); Panasonic (7).

## BEST SELLING CLOCK RADIOS

| POSITION   | 1/18/64 | 10/5/63 | BRAND            | % OF TOTAL POINTS |
|------------|---------|---------|------------------|-------------------|
| This Issue | Issue   | Issue   |                  |                   |
| 1          | 4       | 2       | Zenith           | 19.9              |
| 2          | —       | —       | RCA Victor       | 19.6              |
| 3          | 3       | 5       | Magnavox         | 16.4              |
| 4          | 2       | 4       | General Electric | 15.4              |
| 5          | 8       | 7       | Admiral          | 6.0               |
| 6          | —       | —       | Philco           | 5.0               |
| 7          | 6       | 3       | Motorola         | 4.7               |
| 8          | —       | —       | Panasonic        | 3.8               |
| —          | —       | —       | Others           | 9.2               |

Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. This does not indicate that the above ranking applies for any period other than the previous month. Those brands that appeared in previous issues for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

1/18/64 Issue: Emerson (5); Arvin (7); Westinghouse (9).

10/5/63 Issue: Emerson (6).

## DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original news story and/or advertisement providing details of each promotion. Please contact these for full information.

PRESTIGE—Expires April 30. Started April 1, 1964.

Buy 10 get two free on eleven Prestige 1000 series, Wally Jackson LPs.

AUDIO LAB—Expires July 31, 1964. Started May 1, 1964.

Buy six records and get one free on entire Country and Western catalog—mono and stereo.

KING—Expires July 31, 1964. Started May 1, 1964.

Buy six records and get one free on entire Country and Western catalog—mono and stereo.

STARDATE—Expiration indefinite. Started January 1, 1964.

A 15 per cent discount on all regular StarDate January 1, 1964.

One free record for every 10 purchased in series 2000, 7500, 8000, 9000, with the exception of 9001 and 9003. Buy 10 get two free.

PRESTIGE—Until further notice. Started February 1, 1964.

A 10 per cent discount on all albums of Prestige and subsidiary labels. Special price program. Buy 12 and get four free on all John Coltrane LPs. Expires March 31.

GATEWAY—Expiration indefinite. Started March 13, 1964.

Two free records for every 10 purchased in series 1200, 1200, 1400, 1600.

One free record for every 10 purchased in series 2000, 7500, 8000, 9000, with the exception of 9001 and 9003. Buy 10 get two free.

GATEWAY—Expiration indefinite. Started March 13, 1964.

Two free records for every 10 purchased in series 1200, 1200, 1400, 1600.

One free record for every 10 purchased in series 2000, 7500, 8000, 9000, with the exception of 9001 and 9003. Buy 10 get two free.

Amplex Exits  
Sunnyvale, Calif.

REDWOOD CITY, Calif. — Amplex will close its Sunnyvale, Calif., tape recorder plant over the next 14 months, transferring operations to other present and future facilities," it was announced by C. Gus Grant, vice-president-operations.

Principal United States tape recorder output will be at Amplex's new Chicago facility. In addition, new Amplex plants have been completed or are being developed in Colorado Springs, Colo.; Nivelles, Belgium; and Reading, England. Amplex is also considering plans for a major addition to its headquarters facilities here, and has signed an agreement with Toshiba of Japan for the formation of a joint-venture company, Tosamco, to serve the Japanese market.

Some 300 employees will be affected by the plant closing.

Amplex's financial report for the quarter ended February 1, just released, shows net sales of \$24,800,000 and net income of \$1,092,000 (14 cents a share), compared with sales of \$22,699,000 and net income of \$994,000 (12 cents a share) in the corresponding 1963 period.

## New Kudner V-P.

NEW YORK — Collingwood

J. Harris has been elected a vice-president of Kudner Agency, Inc., according to Robert M. Watson, chairman of the board. Harris, who joined Kudner last year, is account executive of the Sylvania Electric Products Lighting Division segment of the General Telephone & Electronic Corporation account.

Performance  
and Profits

... in background music are yours with reliable VIKING cartridge players, in package or component form ... Cartridges ... Pre-recorded music.



Showing Vixomatic — completely self contained cartridge player. Consists of deck, 8 watt amplifier with microphone input and speaker. Also, reel-to-reel transports, recorders, amplifiers for every use and purpose.

Write Sales Manager For Information

IF IT'S USED WITH TAPE IT'S MADE BY VIKING



VIKING OF MINNEAPOLIS, INC.  
9000 Aldrich Avenue South, Minneapolis, Minnesota, 55420

Your measure of Quality in True Components

# More Advances Coming in FM Radio

• Continued from page 47

meeting—luck of support by radio dealers, distributors and manufacturers. They closely grilled representatives of three auto radio manufacturers on their policies toward FM radio as an advertising medium. Comments from the floor indicated strong dissatisfaction with the comparatively small use being made by the trade of their medium to promote FM radio sales. The feeling of many FM broadcasters is that FM is the ideal medium to sell more FM sets—since listeners, being sold on the medium, are often likely candidates to buy another FM set for the car, the bedroom or portable use.

Some of the manufacturers responded with the

charge that FM stations were often less than aggressive in seeking business. There was agreement, however, that when FM stations and FM dealers work together, both benefit.

One example cited by Motorola ad manager Boh Ferris was a free-trial promotion advertised by one dealer exclusively on a single Chicago FM station. The deal: "Let us install an FM radio in your car for a trial period. If you're not satisfied, we'll take it out and turn up the contract." The result: More than 100 FM car radios sold—and not one returned.

FM is still growing, will continue to grow. Its growth can be stimulated when dealer and broadcaster work together. Their interests are almost identical.



**Judy Collins**  
#3  
**4 WEEKS ON CHARTS**  
WATCH IT!!!!!!  
EXL-243 (MONO), EXL-7243 (STEREO)  
**ELEKTRA RECORDS**  
81 West 85 St.,  
New York, N. Y. 10019



FRANK FONTAINE, a feature of "The Jackie Gleason Show" on CBS television Saturday nights, autographs copies of his latest album, "How Sweet It Is," during an appearance recently in the S.S. Murphy store in Pittsburgh. With Frank are (left to right): Fred Illius, Midwest promotion; Bob Dulan, Fontaine's promotion chief, and Joe Lyttle, the vocalist-comedian's personal manager.

## 3M Increases Cartridges, & Plans More

NEW YORK—The 3M Company has increased by more than one-third the quantity of pre-recorded tape cartridges now available for the Revere Vetroc tape cartridge system. Some 34 albums have been added, bringing to a total of 138 the number now available for the system that provides up to 15 hours of unattended stereo music. D. H. Boyd, general sales manager for 3M's Revere-Wollenmak division, stated that his company is negotiating for more music. Ben Selvin, music consultant for 3M, is currently wrapping up deals with record manufacturers for product.

The additions include classical. (Continued on page 49)

## SALES UP FOR RADIO, TV SETS; PHONOS DOWN

NEW YORK—Television and radio sales to dealers in January 1964 were higher than those of January 1963, but packaged phono sales declined, according to figures released by the Electronic Industries Association.

January distributor-to-dealer sales of phonographs totaled 272,284 units, of which 158,888 were portables and table models, and 113,396 were consoles. In January 1963, total sales were 316,525, consisting of 204,073 portables and table models, and 112,452 consoles.

Black- and -white television sales to dealers in January totaled 588,555 sets, up from 503,821 in January 1963. Color TV sales figures were not released, but January 1964 color production totaled 88,977 units (no 1963 comparison available).

Radio sales to dealers showed a substantial rise, totaling 544,815 in January 1964, up from 453,348 in the comparable 1963 month (auto radios excluded). All figures represent brands sold by domestic manufacturers, and include imports only to the extent that they bear American manufacturers' brand names.

(For an interpretation of these figures, see Equipment Newsletter.)

## Stuart Co. Moves

NEW YORK—Matthew Stuart & Company, importers of the Korlin, Conferette, Phono Trix and Bryan Tape Recorders, has moved to new, larger quarters at 3650 Dyre Avenue, Bronx.



## NICCOL MODEL 200 PORTABLE... COMPANION TO EXCITING FUN

There is nothing like music to bring on the party spirit. For more fun and excitement at parties, picnics and folk dances, your indispensable companion is the Model 200 Transistorized Portable Record Player. Light and easy to take anywhere, yet it plays both regular and LP records. Tone and resonance are comparable to a large phonograph. It's also excellent for language lessons. Weighs only 4 lbs. with batteries.

**Model T-17** Smartly designed 7 transistor miniature radio fits in your pocket or purse. Gives rich tone and powerful reception.



**NIPPON COLUMBIA CO., LTD.**

Shinkawa Bldg. No. 5, 6-chome Tamachi-cho, Shinjuku-ku, Tokyo

# NEW ALBUM RELEASES

This form is designed to aid dealers in ordering and broadcasters in programming.

| ARAYEL                                                                                       |     |
|----------------------------------------------------------------------------------------------|-----|
| ALEX LUKEHAN-What's on My Mind: AD 1007 (M)                                                  | M S |
| AUDIO FIDELITY                                                                               |     |
| VARIOUS SOUNDS-Winter Nationals 1964, Championship<br>Org. Recs., Pomona: OFM 2022, OFS 7022 |     |
| CARMON                                                                                       |     |
| VARIOUS ARTISTS-Jeeves: TC 1137 (M)                                                          |     |
| CHES                                                                                         |     |
| Chuck Berry's Greatest Hits: 1405 (M)                                                        |     |
| CANADIAN-AMERICAN                                                                            |     |
| SUNNY GALE-Goddes by the Gods: CALP 1015                                                     |     |
| COLUMBIA                                                                                     |     |
| THE CARTER FAMILY-Keep on the Sunny Side: CL 2152,<br>CS 8952                                |     |
| ROBERT GOULET-Manhattan Tower: BL 4050, OS 2450                                              |     |
| SKETS MAGDONALD-Call the Beans!: CL 2170, CS 8970                                            |     |
| SOUND TRACK-The Fall of the Roman Empire: CL 4060,<br>OS 2460                                |     |
| PAUL WINTER SEXTET-Jazz Meets the Folk Song: CL 2155,<br>CS 8955                             |     |
| DOT                                                                                          |     |
| SIX FAT DUTCHMEN-Polkas: Greatest Hits, Vol. 111,<br>DLP 2557, DLP 2552                      |     |
| SIX FAT DUTCHMEN-More Great Polkas: DLP 3554,<br>DLP 2554                                    |     |
| DOURLE                                                                                       |     |
| RICHARD FROBER-Songs of Inspiration: F FF 100                                                |     |
| ELEKTRA                                                                                      |     |
| JEAN CARIGNAN-EKL 266, EKS 7266                                                              |     |
| VINCE MARTIN AND FRED NEIL-Tea Dear the Walls:<br>EKL 246, EKS 7246                          |     |
| PAUL OGDEN-All the News That Fit to Sing: EKL 269,<br>EKS 7269                               |     |
| DICK ROSMINI-Adventures for 12 String, 6 String and<br>Bass: EKL 245, EKS 7245               |     |
| VARIOUS ARTISTS-The Blues Project: EKL 264, EKS 7264                                         |     |
| GOOD TIME JAZZ                                                                               |     |
| JESSE FULLER-San Francisco Bay Blues: M 12051 (M)                                            |     |
| GORDT                                                                                        |     |
| Meet the Temptations: 911                                                                    |     |
| HARMONY                                                                                      |     |
| Rah Ather's Best Early American Folk Songs: HL 7313 (M)                                      |     |
| "Little" Jimmy Dickens' Best: HL 7311 (M)                                                    |     |
| The Best of Denny Kaye: HL 7314 (M)                                                          |     |
| HORIZON                                                                                      |     |
| The Barry McGuire Album: WP 1636 (M)                                                         |     |
| Upside the Pavilion: WP 1625 (M)                                                             |     |
| VARIOUS ARTISTS-The Barbo Story Vol. 1: WP 1623 (M)                                          |     |

## Phonola Bows 16 New Stereo Phonographs

CHICAGO-Phonola Phonographs, division of Waters-Conley Company, Inc., has introduced a new line of 12 portables and four console model stereophonic phonographs. Howard Kavin, sales manager also introduced a system of inter-engineered stereo units called the "Solar System." This has interrelated, engineered hi-fi stereo units made up of two pre-tuned speaker cabinets, a Garrard AT5 stereo drop-down record changer and a choice of either an AM-FM-FM stereo

tuner or an all-transistor amplifier without radio.

The "Solar System" with the AM-FM stereo tuner lists for \$399.95. Suggested list for the system without the radio, but with the all transistor amplifier, is \$399.95.

Phonola also introduced seven portable stereo phones in its new and versatile Triplex design series. Triplex design units range in price from \$84.95 to \$199.95. Five compact portables, ranging from \$19.95 to \$69.95, round out the group of portables. Complementing the 12 portables are four console models, topped by the Caravelle which lists for \$299.95. Others of the consoles list at \$199.95.

### 3M Increases

- Continued from page 48

pop and folk music from various labels. Nine albums are offered by Command, including four classical packages. Eight albums from Warner Bros. include one by Bing Crosby, two by Peter, Paul and Mary, and Jimmy Durante's "Hello, Young Lovers." Artists on the six al-

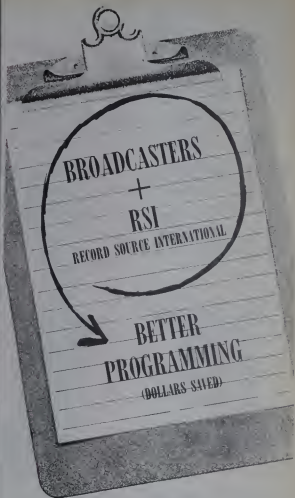
## Motorola Offers Album Premium

CHICAGO - A "Holiday in Europe" language and native music record album will be offered with Motorola portable stereo phonographs as a spring promotion; and a record package of mood music will be offered as a console stereo sales closer.

The "Holiday in Europe" package, designed as an attraction to European-bound vacationers, consists of four LP stereo disks containing language instructions in French, Italian, Spanish and German. The flip side of each disk contains music from the country whose language instructions are carried on the record.

bums offered by Reprise are Bing Crosby, Frank Sinatra, Sammy Davis Jr. and Timm Lopez. Among the Kapp albums are packages by Jack Jones, Roger Williams and Jane Morgan.

Selvin has also contracted for product by Columbia, United Artists, Roulette, Monitor and is negotiating with other labels



RSI's (Record Source International) singles and album services can be the PLUS you're looking for.

If you need:

Hot 100 Singles  
Easy Listening Singles  
C & W Singles

Pop Albums • Classical Albums • Jazz Albums  
Albums to build your basic library . . .

Just complete the  
following and mail today.

Please send details and costs for RSI Record and Album Services to:

Radio Station

Street Address

City, State & Code

Attention

RECORD SOURCE INTERNATIONAL

Dept. 314, 165 W. 46th Street

New York, N. Y., 10036

SEND US YOUR TAPES  
We do the rest!  
COMPLETE SERVICE-ALL REELS,  
PROCESSING, PRESERVING, LABELS,  
MASTERS  
**SONG CRAFT**  
1406 54th St., N.Y.C. 101 (212) 741-0177

April 18, 1964, BILLBOARD

# DEALERS!

## ORDER NOW FOR ALL FOUR 1964 ISSUES AND— SAVE, SAVE, SAVE!

Here's an example of how these savings can work for you:

Dealer estimates his needs at, for example, 500 copies per issue (if bought on some issue basis, this would cost \$50, or 10¢ per copy).

Dealer buys orders of 10 four 1964 issues (with one order placed single order for 500 of first issue, 500 of second issue, 500 of third issue and 500 of fourth issue, is one order for 2,000 copies—total cost of \$170 or only 8.5¢ per copy).

### SPECIAL BONUS!



This handsome Record Preview display cart is available to you 1964 with orders that total 2,000 copies or more.

USE THE HANDY FORM NOW TO PLACE YOUR ORDER AND SAVE MONEY!!

#### SCHEDULE OF PRICES

| QUANTITY         | PRICE PER COPY                         |                                     |
|------------------|----------------------------------------|-------------------------------------|
|                  | Without Impart on Cover and Order Card | With Impart On Cover and Order Card |
| 25,000 or over   | 7¢                                     | 7.5¢                                |
| 10,000 to 25,000 | 7.5¢                                   | 8¢                                  |
| 5,000 to 10,000  | 8¢                                     | 8.5¢                                |
| 1,000 to 5,000   | 8.5¢                                   | 9¢                                  |
| 500 to 1,000     | 9.5¢                                   | 10¢                                 |
| 100 to 500       | 10¢                                    | 10.5¢                               |

# record preview

APRIL 1964 • 20 CENTS

- LATEST LP's
- BEST-SELLER LP's
- NEWS About Records and Record Stars

POP • FOLK • SHOW BUSINESS • COUNTRY • ROCK • JAZZ • CLASSICAL • CHILDREN'S



Is "DOLLY" a New "Fair Lady"?

A & I

1000 Broadway, Cincinnati 2, Ohio  
241-7644, Area Code 513

Alpha Distributing Corp.

20 West End Ave., New York 23, N. Y.  
CI 5-7933, Area Code 212

Arnold Record Distributors

2704 Freedom Drive, Charlotte, N. C.  
394-9741, Area Code 704

Associated Record Distributors

76 Tallard Ave., East Hartford, Conn.  
528-4184, Area Code 203

Big Town

2818 W. Pike Blvd., Los Angeles, Calif.  
731-9474, Area Code 213

C & C Dist.

3711 S. Hudson, Seattle, Wash.  
PA 5-0070, Area Code 206

Cadet Distributing Co., Inc.

13380 Capital Ave., Detroit 37, Mich.  
548-3171, Area Code 313

Camstock

1323 Spring St., N.W., Atlanta, Ga.  
878-0321, Area Code 404

D M Sales

90 Dorman Ave., San Francisco, Calif.  
MI 8-5331, Area Code 415

Davis Sales Co.

Denver Record Distributors  
3825 Newport St., Denver 7, Colo.  
355-1838, Area Code 303

Heilicher Bros.

119 N. 9 St., Minneapolis, Minn.  
FE 3-8281, Area Code 612

Marnel of Maryland

5550 Newbury St., Baltimore, Md.  
664-8500, Area Code 301

M. B. Krupp Distributor

2519 N. 16th St., Phoenix, Ariz.  
252-4013, Area Code 602

Microphone

605 Coral, Honolulu, Hawaii  
502-188

Musik Service Record Distributors

318 6th St. S., Great Falls, Mont.  
761-7420, Area Code 406

Roberts Record Distributing Co.

1906 Washington Ave., St. Louis, Mo.  
MI 1-0470, Area Code 314

Seaway Distributing

3142 Prospect Ave., Cleveland, Ohio  
EX 1-7300, Area Code 216

Summit Distributing

1345 Diversey Parkway, Chicago, Ill.  
BU 8-3621, Area Code 312

HERE IT IS—the follow-up to the super-successful Records Make Wonderful Gifts! catalog: Billboard's spanking new RECORD PREVIEW. Check the exciting features each and every regularly published edition will contain—to get consumer attention—to hold consumer interest—to increase consumer buying and to build new record customers for you.

• Full Color Cover for maximum attention and appeal.

• New Album Releases—with many album covers in full color plus descriptive comment on each album's contents. These will be albums which most dealers will carry in stock—all top albums in all major categories.

• Bestselling Charts—Selected charts on current best selling albums in all of the most popular categories—to remind customers to buy those top albums they want for their own.

• Features articles on artists, Broadway shows, and items of timely interest to consumers.

• Chapter Column—Information about artists on record albums—human interest information, artists' activities and future plans.

• Musical Cook Book—Favorite recipes of top artists like Pat Boone, Leontyne Price, Benny Goodman, Burl Ives, Bing Crosby, Jo Stafford and many others.

• Handy check-off order form in every issue to make buying by mail or in person easier.

#### IMPRINTING AVAILABLE

Your own store name, address and telephone may be imprinted on the front cover to personalize your copies and put you in the eye-ear-ear with a monthly color album magazine all your own.

The order form, easily detached by customers, may also carry your store name and address. It makes it easy to get mail and merchandise orders from your customers.

#### RECORD PREVIEW

Billboard Publishing Co. 143 W. 44th Street (at Times Square), New York, N.Y. 10036

Please accept my order for Billboard's new consumer record magazine, RECORD PREVIEW, as follows.

Issue \_\_\_\_\_ Quantity \_\_\_\_\_  
April (last April A) \_\_\_\_\_ TOTAL QUANTITY \_\_\_\_\_  
May (last May 15) \_\_\_\_\_  
September (last Sept. 14) \_\_\_\_\_  
November (Christmas issue) (last Nov. 7) \_\_\_\_\_

I wish to have copies imprinted with my store name and address on both the cover and the order form. Yes \_\_\_\_\_ No \_\_\_\_\_

Use the following copy for my imprint on cover and order card (please use typewriter or print clearly):

Store Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ (will be eliminated from order card)

I enclose \$8 per copy payment against total cost of this order which amounts to \$\_\_\_\_\_.

(Check price schedule showing "imprint" column of prices if imprints are requested.)

I understand balance will be billed upon delivery.

We hold order for Record Preview (all 4 editions combined) in 1,000 copies or more. Please send me the first Record Preview display cart.

I understand all orders will be shipped Railway Express. Prepaid by the publisher unless I specify another means of shipping, in which case I will pay all shipping charges.

Ship as follows \_\_\_\_\_

Attention of \_\_\_\_\_

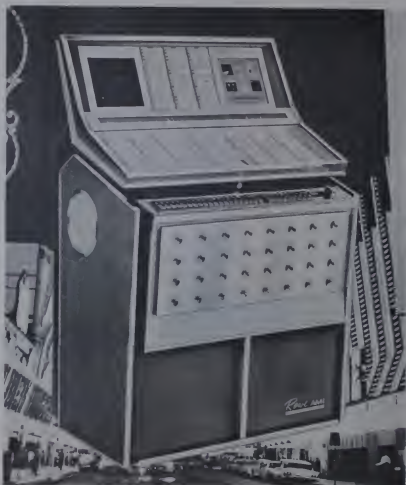
This order authorized by \_\_\_\_\_

(Signature and Seal)



# THE NEW ROWE AMI TROPICANA brings you PLUS VALUE TO BEAT THE BAND!

Rowe has just wrapped into The Tropicana the most entertaining machine styling. Playmaking features, galore. But it has also built reliability into this new 1964 phonograph—and a new simplified mechanism—and new ease of servicing—features that you as well as your customers will love. See for yourself at your Rowe AMI distributor's—now.



## MORE FEATURES! MORE QUALITY! MORE PROFIT!

- Exciting New Styling
- Room-filling Stereo Round\*
- Exclusive Self-Contained Speakers
- Versatile "Three-in-One" Programming
- Dramatic Personalized Location Display
- Top Album Hit Feature
- Color, Motion, Salesmanship

\*Pat. pending



**ROWE AC  
MANUFACTURING**

The Merchandise Mart, Chicago 54, Illinois

Rowe sets the standards in vending equipment, bill change, coin, and coin return.

## OPERATING

MUSIC MACHINE PROGRAMMING • DOUBLE FLIP DISKS  
• RECENT STEREO RELEASES • BULK VENDING



Showings of the new Rock-Ola Grand Prix phonograph began around the country last week. The 160-selection de luxe console plays 33, 45, mono, stereo disks in any sequence. Rock-Ola also introduced a new wallbox concept—a Phonette remote speaker-selector unit with built-in stereo speakers and personal volume control. Full story on the model and distributor showings appeared in last week's Billboard.

## Ark. Tax Head Suggests Upping Local Cig Taxes

LITTLE ROCK—State Revenue Commissioner Orville Cheney suggested last week that cities and counties should "look to increasing the cigaret tax as a means of providing needed revenue."

Present State tax in Arkansas is 6 cents per pack. In various cities throughout the U. S. a local tax is also assessed.

Cigaret machine operators interpreted Cheney's statement, which was published in the press and carried by wire services, as a move to get Arkansas cities and counties to assess a tax so

they would not be calling on the State for funds for various projects.

Arkansas is considered a part of the Mid-South area, along with Tennessee and North Mississippi. The tax in Mississippi was 6 cents till the 1962 Legislature upped it to 8 cents "temporarily," then made it permanent in the 1964 session. Tennessee's tax is 7 cents per pack.

Cigaret operators in Arkansas charge 30 cents per pack on most of their machines. On some better locations the price is 35 cents. The 35-cent loca-

## Bally Unit Set for 2, 3 Or 4 Plays

CHICAGO—Bally Manufacturing Company's new flipper credit unit can be set to provide two, three or four plays for a single coin.

According to Bill O'Donnell, Bally president, the three, four or five-play adjustment was standard on all double-coin games since Bally entered the flipper field.

However, the two-play adjustment became new on Sky Diver and all Bally flippers since. O'Donnell said the adjustment is especially useful to European customers.

In Greece, for example, the machines are set at one play for 1 drachma, two plays for 2 drachmas. In the U. S., where nickel play is still prevalent, the machines can be set for one play for 5 cents, two plays for a dime.

## Mrs. McCarthy Dinner Speaker

HURLEYVILLE, N. Y.—Mrs. Millie McCarthy, president of the New York State Coin Machine Association, was a guest speaker at the Sunday (5) dinner of the Broome County Liquor Dealers' Association, attended by officials of many other other counties as well.

Mrs. McCarthy, chief proponent of the recently passed New York State bill to license amusement games operators, used the occasion to explain the advantages of the new measure to liquor groups as well as to operators.

## Cig Prices Up in Kansas Venders

TOPEKA, Kan.—An increase in the state tax last week sent the price of a pack of cigarets in some vending machines from 10 to 35 cents. The tax jumped from 4 to 6 cents a pack. In 1957 Kansas increased its tax 1 cent, and cigarets which sold for 25 cents a pack went to 30 cents.

tions are relatively few, compared to the 30-cent locations.

Operators don't know yet whether, if the cigaret tax is increased, they will make a sufficient profit by increasing prices on all their locations to 35 cents.

The issue is a serious one for them and they are expected to bring organized action on any proposal to increase the tax in the 1965 Legislature.

## Midwest Coin Meet Set for June 6-7

OMAHA — The Nebraska coin machine association has canceled its April meeting in favor of a giant seven-State session here, June 6 and 7, at the Paxton Hotel. Operators from Nebraska, Iowa, Missouri, Kansas, South Dakota, Colorado and Wyoming are expected to attend.

The Nebraska group recently changed its name to Coin Operated Industries of Nebraska (COIN) to reflect its growing membership in the vending field. The association now represents operators of amusement games, juke boxes and all types of vending equipment.

A new dues structure calls for

vending operators only to pay \$10 per year, music and/or game operators to pay \$25 per year, and operator-vending, music and vending equipment to pay \$35 per year.

According to Howard Ellis, secretary-treasurer of COIN, the June meeting will feature a full display of all types of coin-operated equipment.

The display will be opened on Saturday (6) noon with a cocktail hour and dinner that evening. (Exhibitors will pay \$50 per booth.)

The general business meeting with election of officers will be held Sunday (7) afternoon.

## Kansas City Court Rules Out \$10 Pinball License

KANSAS CITY, Kan.—The city's pinball ordinance requiring a \$10 annual license on coin-operated amusement machines, got a legal thumbs down vote Friday (3).

In a suit challenging the constitutionality of the ordinance, Wyandotte County District Judge William Burns ruled against the city.

The suit was first filed August 8, 1963, by Roy Cook, attorney representing 80 persons who maintain coin-operated machines in their places of business. At that time Judge Burns issued a temporary restraining order preventing the city from enforcing the ordinance.

### October Hearing

The city on August 22 asked the court to dissolve the restraining order. A hearing was held in October on motion of the businessmen to make the restraining order permanent.

After hearing evidence pre-

sented by Cook, the city filed a demurrer which was overruled by Judge Burns.

The city now is in the position of either filing an appeal or presenting evidence in the case. City Attorney Charles W. Bretnissen Jr. said he and his staff will review the case to determine if sufficient evidence has been submitted. If evidence is sufficient, an appeal will be recommended, Bretnissen said.

In questioning the validity of the ordinance, Cook's petitions raised several questions. He said the ordinance was tantamount to requiring business men with pinball machines to buy two business licenses.

### Legal Grounds

His petitions also alleged that the ordinance was vague, indefinite, contained more than one subject, and violated the 14th amendment of the U. S. Constitution and the 18th section of

(Continued on page 66)

## Bally Bows Sky Diver, Single-Player Flipper

CHICAGO — The exciting new sport of sky diving is featured in Bally Manufacturing Company's new single-player flipper-type pin game of the same name.

A pair of sky divers on the backglass are maneuvered to a safe landing by skill shots by the player. The player gets special awards when the divers hit solid ground.

The sky-diver feature holds over from game to game. Both divers are always "on the way" to a landing and the player can select the one nearest the ground by a skill shot.

An extra ball feature is also included. A free-ball gate can be opened two ways, returning the ball to the shooter. A bonus ball gate can be opened three ways, returning the ball to the playfield (instead of the shooter).

O'Donnell said that "wide-spread location tests indicate that Sky Diver will be a greater single-player hit than even Monte Carlo.



## Juke Box Mfr. Support Heartens MOA

By NICK BIRO

CHICAGO — Music Operators of America received its expected... but nevertheless greatly welcome—vote of support from the nation's juke box manufacturers last week, with all four agreeing to exhibit at the association's October 14-16 annual conclave here.

The early decision by Rock-Ola, Rowe AC, Seeburg and Wurlitzer puts MOA in an excellent position to go after additional support from amusement game manufacturers, record companies and operators.

The early decision is also the strongest vote of approval MOA could possibly receive for the way it has revamped its organization during the past several years.

Last year was the first time in several years that all four juke box firms came into the conclave, but the final decisions came just a little over a month in advance of the convention date.

MOA was successful in getting every major amusement game manufacturer into the convention, but the support from record companies was minimal.

This year's early decision by the juke box firms gives MOA some excellent early ammunition in lining up the major diskeries.

One of the big criticisms from the record companies in the past was that MOA did not have the support of its own industry members. This year it does, and in spades.

Fred Granger, MOA managing director, said that the decision by Rowe AC, Rock-Ola, Wurlitzer and Seeburg "gives us the early start we needed" in lining up exhibitors and members.

Granger said that not only

would the number of exhibitors be increased from last year, but the number of operators in attendance would also increase.

Low Casola, president, indicated he was delighted the association had received such a strong vote of approval from the four manufacturers who constitute the backbone of the juke box industry.

J. Harry Snodgrass, MOA board chairman, said that the decision by the four juke box manufacturers to exhibit was one of the strongest indications that MOA was headed in the right direction.

It's Good Business  
To Do Business

with  
**DAVID ROSEN**

*Prices  
to  
Clear!*

## PINBALLS

|                    |          |
|--------------------|----------|
| 2 Around the World | \$140.00 |
| 1 Alaska           | 243.00   |
| 3 Africa           | 130.00   |
| 3 Carnival         | 223.00   |
| 2 Cheetah          | 275.00   |
| 3 Cheetah          | 235.00   |
| 1 Castle           | 40.00    |
| 1 Club House       | 110.00   |
| 2 Continental Cafe | 75.00    |
| 4 Crisis Crisis    | 120.00   |
| 1 Crazy Ward       | 80.00    |
| 4 Darts            | 125.00   |
| 1 Double Action    | 135.00   |
| 2 Double Barrel    | 250.00   |
| 1 El Toro          | 415.00   |
| 4 Fiesta           | 150.00   |
| 2 Four Broses      | 275.00   |
| 1 Frankie Brown    | 335.00   |
| 1 Gendallor        | 135.00   |
| 1 Golden Balls     | 95.00    |
| 2 Golden Gloves    | 95.00    |
| 1 Hi Diver         | 135.00   |
| 3 Highway          | 150.00   |
| 7 Hollywood        | 235.00   |

## BETTER VALUES!

|                    |          |
|--------------------|----------|
| 5 Jungle           | \$150.00 |
| 1 Kluge            | 225.00   |
| 1 King Pin         | 295.00   |
| 1 Mammoth          | 150.00   |
| 1 Magic Clock      | 235.00   |
| 1 Marley Lane      | 215.00   |
| 1 Most Amateurs    | 130.00   |
| 1 Music Man        | 215.00   |
| 1 Merry Widow      | 275.00   |
| 1 Merry Widow      | 475.00   |
| 1 Nept             | 150.00   |
| 2 Queen Diamonds   | 250.00   |
| 1 Rocket           | 140.00   |
| 1 Rocket Ship      | 75.00    |
| 1 Space Ship       | 225.00   |
| 1 Starline         | 55.00    |
| 2 Sun Wall         | 95.00    |
| 1 Seven Seas       | 140.00   |
| 4 Sirena           | 145.00   |
| 1 Silver           | 95.00    |
| 1 Straight Shooter | 135.00   |
| 1 Show Ball        | 135.00   |
| 1 Spot & Card      | 150.00   |
| 1 Spot Paul        | 75.00    |
| 2 Sunshine         | 125.00   |
| 1 Sweet Sioux      | 210.00   |

## BIGGER SAVINGS!

|                            |          |
|----------------------------|----------|
| 4 Elvira Girls             | \$245.00 |
| 4 Target Gallery, 1 Player | 200.00   |
| 4 Target Gallery, 2 Player | 275.00   |
| 1 Ten Spot                 | 215.00   |
| 1 Ten Tot Two              | 100.00   |
| 1 Turf Champ               | 125.00   |
| 2 Trade Winds              | 245.00   |
| 4 Viking                   | 210.00   |
| 2 Wagon Train              | 140.00   |
| 1 Whirlwind                | 100.00   |
| 1 World Beauty             | 150.00   |
| 2 World Champ              | 95.00    |
| 1 4-Beggers                | 100.00   |
| 1 57 Baseball              | 120.00   |
| 2 Short Steps              | 145.00   |
| 1 Sheriff Baseball         | 195.00   |
| 1 Deluxe Bowling Champ     | 275.00   |
| 1 Betty Hearty Mitter      | 150.00   |
| 1 United Sluggo            | 250.00   |
| 1 World Series 1962        | 350.00   |
| 4 Major League 1962        | 295.00   |
| 4 Midway Sluggo            | 290.00   |

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## COINMEN IN THE NEWS

### Denver Doings

Gus Brown Sr., salesman at Draco Sales Company here, is taking much kidding over becoming a grandfather recently. Brown's son, incidentally, is Denver's youngest full-fledged juke box and games operator.

Paul Scott, of Lander, Wyo., celebrated a birthday during March. Although he is "taking it easy," Doyle Harrington, Glenwood Springs operator, is back on the job. Pete Geritz, head of Mountain Distributors, Rock-Ola distributor here, is chortling over the new VW 1500 sedan which he brought back from his recent tour of Germany.

Gene Bouschee, phonograph operator from Raton, N. M., was in town during mid-March picking up equipment for his Southwest Music Company.

A rare visitor at distributor showrooms during March was Ernie Noma, operator from Rapid City, S. D., who picked up seven new phonographs. Sam and Dan Keys, who operate Stereo Music Systems with Marshall Park, have announced a move to their new headquarters building at 951 Vallejo, just off Denver's new Valley Highway. From this handy spot almost any area in the city can be swiftly reached, according to Dan.

Wilbur Beyer, long-established operator in Fort Collins, Colo., is beginning to make his Mountain Resort area installations much earlier this year than in previous seasons, expecting a much heavier influx of tourists for the 1964 summer season. Operator Hal Richardson, from Greeley, Colo., brought Mrs. Richardson along for a bit of socializing with Denver operators and distributors in early March.

Another Greeley operator who made the rounds recently was Ted Ross, who took over several of the routes recently owned by Jack Wyckover, who has recently retired. More than a hundred operators, their servicemen and family members were guests at Mile Hi Record Company, Denver, on March 15, when Joe and Lou Osman staged open house at their new headquarters at 77 Calmarth Street.

Cocktails, a buffet supper and tours of the well-organized one-stop occupied most of Sunday afternoon, March 15. Paul Korgin, Sherman, Wyo., operator, surprised his phonograph-operating force in mid-March when he traded in three passenger vehicles and one pickup truck at once, replacing all four with new stand-up Metro service trucks. Korgin, who is planning an emphatic entry into vending, along with juke boxes and amusement machines, plans to convert each vehicle into a well-equipped rolling shop.

Mike Savio, of Draco Sales Company, Wurlitzer distributor in Denver, continues to swell with pride over the accomplishments of his 16-year-old daughter—currently starring in a little theatre presentation in suburban Denver.

Many first-time visitors to phonograph distributors in this area are somewhat surprised to find sales managers of the same name at two competing firms. At Mountain Distributors Company here, Leo Negri masterminds selling operations while at Draco Sales Company, brother Frank Negri holds down the identical post.

BOB LATIMER

## Grand Prix Debuts



ROCK-OLA DISTRIBUTORS gathered for some informal conversation before dinner at the factory's initial unveiling of its new Grand Prix phonograph at Chicago's O'Hare Inn last week.



NICK BIRO, BILLBOARD: John Wallace, West Virginia; Lou Cosola, Rockford, Ill., and Clint Pierce, Broadhead, Wis., talk over some Music Operators of America plans at last week's preview of the new Rock-Ola Grand Prix phonograph in Chicago. Cosola is MOA president, Wallace and Pierce are vice-presidents.



ROCK-OLA EXECS stand proudly with the firm's new Grand Prix console: Les Rieck, Hugh Gorman, sales managers; John Wallace, West Virginia distrib; Eddie Zorinski, Nebraska distrib; Ed Daris, executive vice-president; and George Hinker, advertising and sales promotion manager.

This Issue of Billboard Is Being Distributed  
At the Miami Beach Convention of  
N.V.A.

(National Vendors' Association)

**DEAUVILLE HOTEL**

April 15-18

An Extra Industry Service From

**Billboard** The International Music Record Newsweekly

EXTRA DISTRIBUTION

# ROCK-OLA PRESENTS



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less to say, by U. S. and British coin machine interests, and it has backing from an influential segment of the Swiss trade.

It would mean, in practice, that all international coin machine business would be done in English, and that equipment could be imported from the U. S. and Britain without linguistic modification or adaptation.

## PHONOGRAPH SPECIALS

|                                 |            |
|---------------------------------|------------|
| 3 Clinch, with Illus.           | \$2500 Ea. |
| 12 Wurl. 2510 Phonographs       | 495 Ea.    |
| 10 Wurl. 2500 Phonographs       | 575 Ea.    |
| 10 Wurl. 2510 Phonographs       | 575 Ea.    |
| 30 Wurl. 5207 Wall Box          | 20 Ea.     |
| 30 Wurl. 5205 Wall Box          | 10 Ea.     |
| 1 Rock-Ola 464 Phon.            | 795 Ea.    |
| 3 Rock-Ola 1455 Phon.           | 150 Ea.    |
| 2 A.M.I. E-170 Phon.            | 50 Ea.     |
| 1 Unifed UP-100 Phon.           | 195 Ea.    |
| 2 Sgs. 80-200 Phon.             | 225 Ea.    |
| 1 Sgs. Y-200 Phon.              | 125 Ea.    |
| 6 Sgs. 100-C Phon.              | 125 Ea.    |
| 10 Sgs. 3-W-1 Wall Box          | 20 Ea.     |
| 1 Sgs. 200-LB Background & Amp. | 145 Ea.    |

## BRADY DISTRIBUTING COMPANY

1900 West Marchand Street  
Charlotte, N. C. 28208  
Phone: Area 704; No. 375-1714  
Dist. for Wurlitzer & Fischer

## BARGAINS FOR THE WEEK

### BOWLERS

|                         |          |
|-------------------------|----------|
| Un. Jumbo or Royal, 16" | \$ 79.50 |
| Un. Bonus, 16"          | 135.00   |
| Un. Playtime, 16"       | 180.00   |
| Un. Double, 16"         | 170.00   |
| Un. Advance, 16"        | 209.00   |
| Bully ABC Tournament    | 78.00    |

These Bowlers are as low as all parts intact.

Above prices preferably in quantity. Prices do not include delivery or erection. Credit is desired, \$25.00 to \$50.00 extra.

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MAIN 1-3511  
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**Central**  
DISTRIBUTORS, Inc.

2315 Olive St., St. Louis 3, Mo.  
Phone: MAIN 1-3511; Cable: Credit

### ARCADE

|                       |       |
|-----------------------|-------|
| Bally All Star        | \$125 |
| Bally Spinner         | 100   |
| CC All Star Hockey    | 325   |
| CC Basketball Champ   | 145   |
| CC Teen Hockey        | 175   |
| Midway Ski Fun        | 195   |
| Midway Target Gallery | 245   |
| Midway Cross Country  | 195   |
| Southland Speedway    | 395   |

### GUNS

|                      |       |
|----------------------|-------|
| Bally Shotgunner     | \$105 |
| CC All Star Gun      | 215   |
| Ex Pop Gun           | 195   |
| Ex Trench Cops       | 195   |
| Ge Circus            | 225   |
| Mid Shooting Gallery | 225   |
| Mid Shooting Gallery | 225   |
| United Pistol Gun    | 175   |
| Waco Crusader        | 275   |
| Waco Trench          | 275   |

### BASEBALL

|                    |       |
|--------------------|-------|
| Bally Heavy Hitter | \$125 |
| CC All Star        | 215   |
| United Yankee      | 175   |
| West All Star      | 195   |
| Waco King of Swing | 95    |
| Waco Home Run      | 95    |
| Waco Official      | 225   |
| Waco Trench        | 195   |

## MONROE COIN MACHINE EXCHANGE, INC.

2423 Payne Avenue  
Cleveland 14, Ohio  
Superior 1-4680

year. Since 1950 in January and February of this year than for any comparable period during the last decade, distributors report.

A welcome visitor at Denver coin machine centers recently was Paul Scott, veteran operator from Lander, Wyo., who has been somewhat scarce in recent months due to illness and business pressure. Another recent visitor was Stan Bennett, juke box operator headquartering in Sterling, Colo., who has achieved such success with a restaurant, occupying so much of his time that he has been forced to sell off much of his Eastern Colorado routes.

Draco Sales Company, Wurlitzer distributor, created a lot of good will recently when Mike Savio, head of the firm, sur-

veyed the area in January and February of this year than for any comparable period during the last decade, distributors report.

In fact, most operators sense salvation not in phonographs, but in broadly diversified operating patterns. There is a rush of operators into games and vending.

Games and vending are boom-

ing in the coin machine industry. Despite the romantic schmalz usually associated with Vienna, operators here find that what is good for the U. S. trade is, in nine cases out of 10, also good for the Austrian trade.

Prime example at the moment is the Austrian bowling boom. This game has bowled over Austria with American fervor.

Apparently enough, an American—John Merrill—has

(Continued on page 66)

To Do Business

a new world of magnificence in sound for every location

with

DAVID ROSEN

Price  
to  
Clear

PINBALL

- 2 Around the World
- 3 Alibi
- 3 Atlas
- 3 Carnival
- 3 Casanova
- 3 Caravelli
- 3 Casino
- 1 Club House
- 3 Continental Cafe
- 4 Critic Cross
- 3 Cross Ward
- 4 Darts
- 1 Double Action
- 1 Double Barrel
- 1 El Toro
- 4 Fiesta
- 2 Four Brass
- 3 Fashion Show
- 1 Gaudier
- 1 Golden Belle
- 1 Golden Gloves
- 1 Hi Diver
- 3 Highway
- 7 Hollywood

BETTER VALUE

- 3 Jungle
- 3 Kismet
- 3 King Pin
- 3 Mammoth
- 3 Magic Clock
- 3 Melody Lane
- 3 Miss Amabelle
- 3 Music Man
- 3 Natch
- 3 Merry Widow
- 3 Naps
- 3 Oklahoma
- 3 Queen Diamonds
- 3 Rocket Ship
- 3 Space Ship
- 3 Satellite
- 3 Saw Wall
- 3 Seven Seas
- 3 Seconda
- 3 Silvers
- 3 Straight Shooter
- 3 Show Boat
- 3 Seat & Card
- 3 Spot Pool
- 3 Spotted
- 3 Sweet Sinner

BIGGER SAVINGS

- 4 Three Cents
- 4 Target Gallery, 1 Player
- 4 Target Gallery, 2 Player
- 4 Ten Foot
- 4 Tic Tac Toe
- 4 Golf Champ
- 21
- 4 Trade Winds
- 4 Vikings
- 4 Wagon Train
- 4 Wheelman
- 4 World Beauty
- 4 World Champ
- 4 4-Beggars
- 37 Baseball
- 3 Short Steps
- 3 Official Baseball
- 3 Deluxe Batting Champ
- 3 Bally Heavy Hitter
- 1 United Slugger
- 1 World Series 1962
- 4 Major League 1962
- 4 Midway Slugger

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MODEL NO. 425

At the Miami Beach Convention of  
N. V. A.

(National Vendors' Association)

DEAUVILLE HOTEL

April 15-18

An Extra Industry Service From

**Billboard** The International Music Record Newsweekly

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BOB LATIMER

It's Good Bu-----

To Do Busi  
with  
DAVID RO

Price  
to  
Clear

PINBALL

- 2 Around the World
- 1 Aloha
- 3 Atlas
- 2 Carnival
- 1 Casanova
- 1 Casino
- 1 Club House
- 2 Continental Cafe
- 4 Cross Cross
- 1 Cross Ward
- 4 Darts
- 1 Double Action
- 2 Double Barrel
- 1 El Toro
- 4 Fiesta
- 3 Four Aces
- 1 Fashion Show
- 1 Gondola
- 1 Golden Bell
- 2 Golden Gloves
- 1 Hi Over
- 8 Highways
- 7 Hollywood

BETTER VAL

- 5 Jungle
- 2 Kismet
- 1 King Pin
- 1 Mammoth
- 3 Maple Club
- 1 Melody Lane
- 1 Miss Anabelle
- 2 Music Man
- 3 Motie
- 1 Merry Widow
- 2 Nuts
- 1 Oklahoma
- 2 Seven Diamonds
- 2 Rocket
- 1 Rocket Ship
- 1 Space Ship
- 1 Satellite
- 2 Sea Wolf
- 1 Seven Seas
- 6 Sherbro
- 1 Silvers
- 1 Straight Shooter
- 2 Shaw Boat
- 1 Split A Card
- 2 Spot Pool
- 2 Landings
- 1 Sweet Sioux

BIGGER SAVIN

- 4 Three Coins
- 5 Target Gallery, 1 Player
- 4 Target Gallery, 2 Player
- 5 Ten Spot
- 2 Tic Tac Toe
- 1 Tuff Champ
- 5 21
- 3 Trader Winds
- 6 Viking
- 2 Western Train
- 1 Wheeloid
- 1 World Beauty
- 3 World Champs
- 2 Wiggins
- 1 37 Baseball
- 1 Giant Steps
- 1 Official Baseball
- 5 Deluxe Bowling Champ
- 1 Bully Heavy Hitter
- 1 United Slogger
- 2 World Series 1962
- 4 Major League 1963
- 4 Midway Slogger

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COINMEN Grand Prix Debuts

## grand prize winning features distinguish the ROCK-OLA GRAND PRIX

- 1 "Common" Receiver System. Operates with the Rock-Ola Grand Prix and other current model phonographs. Ends cost of multi-receiver system inventory.
- 2 Automatic Money Counter. Sealed, tamperproof, plug-in unit. Counts nickels, dimes, quarters, half dollars. Totals exact machine receipts. "Total" reading visible through window. Works with Rock-Ola Phonette also.
- 3 Exclusive Mech-O-Matic Intermix. Completely automatic changer intermixes 7" LP albums, 33 $\frac{1}{3}$ , 45 rpm, stereo, monaural records in any sequence. No wires, no micro-switches or electronic aids for changing record speeds or spindle sizes.
- 4 Transistorized Amplifier. All new Rock-Ola engineered and built transistorized amplifier provides idling service for phonograph. Saves money on tube replacements. Simplifies service. Elimination of excessive heat saves wear on other components.
- 5 New Rock-Ola Phonette, Model 500. Personal listening pleasure. Booth and bar customers enjoy having selections piped direct to them via two built-in speakers in this compact stereo speaker-selector unit, simple selector panel and personal volume controls increase customer satisfaction.

### SPECIFICATIONS—Model 425—GRAND PRIX

| CABINET  |        | CRATED |       |
|----------|--------|--------|-------|
| Weight   | Height | Depth  | Width |
| 110 lbs. | 45"    | 24"    | 40"   |

Cabinet Finish: Walnut

Coin Equipment: Single entry, Four coin—nickels-dimes-quarters-halves—U.S. Coins: 50¢ standard feature. Also credit accumulator.

Record Changer Mechanism: Model 425—80 (160 selections) 7" records, 33 $\frac{1}{3}$ —45 RPM. Mech-O-Matic Intermix—standard feature.

Automatic Volume Compensator: A standard feature

Speaker Complement: Two (2) 12" Woofers and two (2) 5" x 8" oval Tweeters, crossover network.

Rock-Ola Manufacturing Corporation, whose policy is one of continuous improvement, reserves the right to change designs, specifications, price and equipment at any time without notice or incurring obligations.

Look to

ROCK-OLA

for advanced products  
for profit

ROCK-OLA MANUFACTURING  
CORPORATION

800 North Kedzie Avenue  
Chicago, Illinois 60651

Printed in U.S.A.

Form No. 65-5

phone every one venting, along with juke boxes and amusement machines, plans to convert each vehicle into a well-equipped rolling shop. . . . Mike Savio, of Draco Sales Company, Wurlitzer distributor in Denver, continues to swell with pride over the accomplishments of his 16-year-old daughter—currently starting in a little theater presentation in suburban Denver.

Many first-time visitors to phonograph distributors in this area are somewhat surprised to find sales managers of the same name at two competing firms. At Mountain Distributors Company here, Leo Negri masterminds selling operations, while at Draco Sales Company, brother Frank Negri holds down the identical post.

BOB LATIMER

At the Miami Beach Convention of  
N.V.A.

(National Vendors' Association)

DEAUVILLE HOTEL

April 15-18

An Extra Industry Service From

Billboard

The International Music-Record Newsweekly

Recent

## STEREO RELEASES

for Music Operators

- **SEEBURG LITTLE LP's**
- Pop Vocal**  
AL MARTINO—Living a Lie.....Capital  
FATS DOMINO—Fats on Fire.....ABC-Paramount
- Pop Instrumental**  
GRADY MARTIN—Songs Everybody Knows....Decca
- Folk Music**  
JOAN BAEZ—Joan Baez in Concert,  
Part 2.....Vanguard

## SEEBURG ARTIST OF THE WEEK

AL MARTINO—Living a Lie  
Capital (Pop Vocal)

All titles listed are custom 33 $\frac{1}{3}$  stereo singles packaged for the Juke Box operator. Other packages or record companies will have different listings of their product by sending request to Juke Box Reviews, Billboard, 165 W. 46th Street, New York, N.Y. 10036.



**JUKE BOX AIDS** retail record sales in Tulsa's Shopper's Fair. The machine features the "Top 50 Records," which are sold in racks next to the phonograph. Patrons pay to hear the record of their choice, and, if they like what they hear, they buy the record.

## COINMEN IN THE NEWS

### Rocky Mountain Notes

Doyle Harrington, who ferred a serious heart attack last month, is back on his feet again, visiting Denver distributors and purchasing new equipment. . . . Mike Savio, head of Draco Sales Company, Denver Wurliizer distributor of equipment, has remodeled his showroom and office. The Draco clerical department has been moved to the left side of the showroom, creating about 25 per cent more space for phonograph, game and vending machine display. The rejuvenation program took place without costing Draco a single day's business, according to Mike.

Distributors here sent congratulations recently to Mrs. Frances Brannan, machine operator in Casper, Wyo., who has rejoined to maintain routes amounting to more than 300 pieces, since the death of her husband five years ago. Mrs. Brannan not only carries records, but actually handles much of the service and repair load herself.

Active purchasers of new phonographs during February included Doyle Harrington, of Greenwood Springs, Colo., Doyle Knepper, Midwest Distributing

Company; Lou Shulman, Modern Distributing Company; Ernie Sousa, Rapid City, S. D.; John Madia, Denver; Bob Rothberg, Continental Music; Johnnie Knight, Skyline Music; Dan Keys, Apollo-Stereo Music, Colorado; Sam Pacino, Trinidad, Colo.; Charlie Whale, Pike's Peak Music Company, Colorado Springs; Herb Roggaw, Las Vegas, N. M., and Bill Hafner, Pueblo, Colo. More phonographs were sold in January and February of this year than for any comparable period during the last decade, distributors report.

A welcome visitor at Denver coin machine centers recently was Paul Scott, veteran operator from Lander, Wyo., who has been somewhat scarce in recent months due to illness and business pressure. Another rare visitor was Stan Bennett, jukebox operator headquartered in Sterling, Colo., who has achieved such success with his restaurant, occupying so much of his time that he has been forced to sell off much of his Eastern Colorado routes.

Draco Sales Company, Wurliizer distributor, created a lot of good will recently when Mike Savio, head of the firm, sur-

## EUROPEAN NEWS BRIEFS

### European Games

BRUSSELS—European inventive genius is being harnessed to the problem of bringing European manufacturers abreast of the U. S. in coin games.

The 13th Inventor's Exhibition here was noteworthy for the number of new coin games displayed. Three standout exhibits were a new pinball, a modified pinball featuring spring tops instead of balls, and a quiz game.

"The pinball, called the 'Kromson,' for reasons not immediately clear, is a "sound-proofed" game with nearly noiseless play. It is designed to counter complaints that pinballs are vulgar because they are noisy. "Kromson" is the brainchild of a Spanish inventor.

A Belgian designed "Karate," the spinning top pinball, "Karate" is supposed to be more exciting because of the additional scoring built up by the unpredictable movement of the spinning tops.

A Belgian also invented the game, "Know Master." When a coin is inserted, a general-knowledge question is projected onto a screen, together with three numbered answers. The player presses the number of the answer he believes to be correct. Questions and answers are projected from film spools, and an endless variety of quizzes thus may be presented.

An Italian inventor contributed a new-type, manually operated soccer game, the players manipulating vertical cylinders instead of the conventional horizontal bars.

### Seek Single Currency

BRUSSELS—Europe's coin trade is supporting an inquiry by the European Economic Community (EEC) into a common currency for the European Common Market countries.

In theory, this is the logical culmination to creation of the Common Market. It would be an especial boon for the coin machine industry, because it would permit the production of standard equipment for the entire EEC area, eliminating the

need to adapt equipment to specific countries.

Along with introducing a common currency, the EEC is being urged by coin machine trade organizations to standardize coin machine operating legislation affecting equipment.

### Driv'g Test Machine

PARIS—European games manufacturers are exploiting a big new market for driving reaction testing equipment. This action is geared to the surge in European automobile production and sales.

It has popularized coin games testing reaction speed, and it has prompted an increasing number of European school systems to buy the reaction test games for classroom use in driving instruction.

Rally, the big Nic-Bace French games manufacturer, has found an expanding market for its driving game, Rally-France.

### Would Unite Ops

ROME—Italy's energetic trade association, SAAR, has opened a drive to unite organization operators into a single organization.

The unified operator group would be geared to the economic change occurring in Europe through creation of the European Common Market. It would speak for European operators without respect to nationality.

SAPAR maintains that it would offer individual national operators benefits unattainable through present national trade groups. "It is one Europe," a SAPAR official said, "and only a unified trade can deal with the new situation that is being created."

### Boom Use of English

ZURICH—Efforts are being made to promote English as the official language of the Swiss coin machine trade. The drive is linked with Swiss membership in the European Free Trade Association (EFTA), which has been revived since Britain's exclusion from the European Common Market.

The drive is supported, need-

less to say, by U. S. and British coin machine interests, and it has backing from an influential segment of the Swiss trade.

It would mean, in practice, that all international coin machine business would be done in English, and that equipment could be imported from the U. S. and Britain without linguistic modification or adaptation.

## PHONOGRAPH SPECIALS

|                                |          |
|--------------------------------|----------|
| 3 Clinch, with Illus           | \$250.00 |
| 12 Wurl. 2610 Phonographs      | 665 Ea.  |
| 10 Wurl. 2510 Phonographs      | 575 Ea.  |
| 10 Wurl. 2510 Phonographs      | 575 Ea.  |
| 10 Wurl. 2510 Wall Box         | 40 Ea.   |
| 30 Wurl. 5207 Wall Box         | 20 Ea.   |
| 25 Wurl. 5205 Wall Box         | 10 Ea.   |
| 1 Rock-Ola 404 Phono.          | 795 Ea.  |
| 3 Rock-Ola 1455 Phono.         | 150 Ea.  |
| 2 A.M.I. 6120 Phono.           | 50 Ea.   |
| 1 United 100-10 Phono.         | 195 Ea.  |
| 2 Sbg. 8200 Phono.             | 225 Ea.  |
| 1 Sbg. V-200 Phono.            | 125 Ea.  |
| 3 Sbg. 100-C Phono.            | 125 Ea.  |
| 10 Sbg. 3-W-1 Wall Box         | 20 Ea.   |
| 1 Sbg. 200-W Background & Amp. | 145 Ea.  |

## BRADY DISTRIBUTING COMPANY

1900 West Mesquid Street  
Charlottesville, N. C. 22908  
Phone: Area 704-16, 375-1714  
Dist. for Wurliizer & Pinball

## BARGAINS FOR THE WEEK

### BOWLERS

|                               |        |
|-------------------------------|--------|
| Un. Junior or Boy's 18" & 20" | 75.00  |
| Un. Men's 18" & 20"           | 120.00 |
| Un. Playtime 18" & 20"        | 180.00 |
| Un. Junior 18" & 20"          | 180.00 |
| Un. Advance 18" & 20"         | 300.00 |
| Bally ABC Tournament          | 75.00  |

These Bowlers are as low as 20¢ parts. Install.  
Above prices preferable in cash. 10% off. Price not include ex. license or ex. rating. Ex. rating, if desired, \$2.00 to \$30.00 extra.

Write or Call Us Collect.

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Write for Our Price List on Full Line of Coin-Operated Machines.

## Central

DISTRIBUTORS, Inc.

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Phone: MAIN 1-3511; Cable, Cardit

### ARCADE

|                     |       |
|---------------------|-------|
| Bally All Star      | \$125 |
| Bally Zenith        | 150   |
| CC All Star Hockey  | 325   |
| CC Backgammon Champ | 150   |
| CC Ten-Hook         | 175   |
| Midway Ten-Hook     | 245   |
| Midway Ten-Hook     | 245   |
| Midway Ten-Hook     | 245   |
| Southland Speedway  | 395   |

### GUNS

|                  |       |
|------------------|-------|
| Bally Shotgunner | \$195 |
| CC Ray Gun       | 245   |
| CC Ray Gun       | 245   |
| CC Treasure Cove | 125   |
| CC Treasure Cove | 125   |
| CC Treasure Cove | 125   |
| Midway Shotgun   | 175   |
| Midway Shotgun   | 175   |
| Midway Shotgun   | 175   |
| Wms Crusher      | 225   |
| Wms Crusher      | 225   |

### BASEBALL

|                    |       |
|--------------------|-------|
| Bally Heavy Hitter | \$125 |
| CC All Star        | 375   |
| CC All Star        | 375   |
| Wm. Jagger         | 125   |
| Wm. Jagger         | 125   |
| Wm. Jagger         | 125   |
| Wm. Jagger         | 125   |
| Wm. Jagger         | 125   |

## MONROE COIN MACHINE EXCHANGE, INC.

2423 Payne Avenue  
Cleveland 14, Ohio  
Superior 1-4600

## Games, Vending Will Help Austrian Ops

VIENNA—Most operators are bullish about the coin trade's prospects in Austria; their reasoning is that the plight of the phonograph is so dismal in this country that it can only improve.

In fact, most operators sense salvation not in phonographs, but in broadly diversified operating units. There is a rush

of operators into games and vending.

Games and vending are boom-

ing in Vienna, and operators here have crossed the line which separates the two operating fields in the U. S. The profitable practice here is for the operator to ignore profitless phonograph operations and concentrate on games and vending.

Prime example at the moment is the Austrian bowling boom. This game has bowled over Austria with Austrian fervor.

Appropriately enough, an American—John Merrill—has

made up in advance of the winter showing of new Wurliizer equipment, so that 100 operators, dropping in to look over the Wurliizer 2800 footers, see key rings ready and waiting for them.

BOB LATIMER

(Continued on page 66)

# urgent!!!

## Coin Machine Distributors, Manufacturers & Trade Association Officials

Your FREE Listing Will  
Appear in *Billboard's*  
1964 International Coin  
Machine Directory If We  
Receive the Following  
Information No Later  
Than **APRIL 17** . . . in  
New York

PLEASE SEND PHOTO, IF POSSIBLE

SEND INFORMATION TO **BILLBOARD, COIN MACHINE  
DIRECTORY**, 165 W. 46th St., N. Y., N. Y., 10036, by April 17

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- \* Surveys • Sales Statistics
- \* Who's Who Biographies
- \* Complete "Where-to-Buy" Directories of Coin Machine Companies, People and Products throughout the world

PLUS state-by-state analysis of license fees and taxes on juke boxes, amusement games and vending machines—and laws governing legal games

Date of Issue

**MAY 16, 1964**

Advertising Deadline:

**APRIL 30, 1964**

Early space reservations recommended. Advertising deadline is for all material in New York. Offset Printed. No Plates Required!

### Billboard

NEW YORK CHICAGO  
HOLLYWOOD NASHVILLE  
LONDON



#### DISTRIBUTORS:

Name, address, phone number, list of lines handled, and your photo

#### MANUFACTURERS:

Name, company name, address, phone number, list of products made, and your photo

#### TRADE ASSOCIATIONS:

Name, address, phone number, list of officers, and your photos if possible

## NVA Business Program

Wednesday—April 15

Registration—3:00 P.M. to 5:00 P.M.—Exhibit Floor  
7:30 P.M. to 9:00 P.M.—Exhibit Floor  
8:30 P.M.—Board of Directors' Meeting

Thursday—April 16

Registration—9:00 A.M. to 12:00 Noon—Exhibit Floor  
2:00 P.M. to 5:30 P.M.—Exhibit Floor  
Exhibit Open—10:00 A.M. to 12:30 Noon—Exhibit Floor  
2:00 P.M. to 5:30 P.M.—Exhibit Floor  
Hospitality Night—Exhibitor's Room—9:00 P.M. to 12:30 A.M.

Friday—April 17

Registration—9:00 A.M. to 11:00 A.M.—Exhibit Floor  
2:00 P.M. to 5:30 P.M.—Exhibit Floor  
9:30 A.M. to 12:15 P.M.—NVA Breakfast Meeting  
10:15 A.M.—Invocation  
10:20 A.M.—Welcome Address, Bertram Fraga, President of NVA  
10:25 A.M.—Convention Highlights, Rolfe Lobell  
10:30 A.M.—Hank Posvar  
11:00 A.M.—Issues and Answers  
Introduction, Bostae, N. J.  
Program Chairman  
Topics.  
1. Best Method of Securing Locations, Robert Raleigh, Indianapolis, Ind.  
2. Administrative Procedure for Maintaining Locations, H. B. Hutchinson Jr., Atlanta, Ga.  
3. When to Expand, Nicholas Schiro, New Orleans, La.  
4. Proper Merchandising of Locations, Wayne Lohrke, Minneapolis, Minn.  
5. Security Against Losses, Michael Goldberg, Franklin Square, N. Y.  
6. Why an Operator Needs NVA, Dave Mark, Passaic, N. J.  
11:45 A.M.—Self-Satisfaction Comment Does Not Mean Fulfillment, Milton T. Raynor  
2:00 P.M.—Nominating Committee Meeting  
2:00 P.M. to 5:30 P.M.—Exhibits open  
6:45 P.M.—NVA night club dinner

Saturday April 18

Registration—9:00 A.M. to 11:00 A.M.—Exhibit Floor  
2:00 P.M. to 5:30 P.M.—Exhibit Floor  
9:30 A.M.—Breakfast  
NVA Meeting  
10:30 A.M.—Robert Shields  
11:00 A.M.—Committee Reports  
11:25 A.M.—Don Mitchell  
11:40 A.M.—Awards  
11:50 A.M.—Election of Officers  
12:00 A.M.—Installation of Officers, Rolfe Lobell  
12:10 P.M.—Old and New Business

Sunday—April 19

10:30 A.M.—Golf Tournament (Men Only)

LADIES PROGRAM

Friday—2:00 P.M.—Professional Tips for Private Entertaining  
Saturday—Crane Brough Biscayne Bay

## N. Y. Bulk Ops Mull Slugs And Local Outing Plans

NEW YORK—The New York Bulk Vendors Association held its monthly meeting Monday (6) with President Roger Folz in the chair. The group discussed ways to improve its program advertising for the coming convention of the New York Automatic Vending Association, May 7-10 at the Stevensville Lake Hotel, Swan Lake, N. Y. and again reviewed the problem of bingo slugs in bulk vending machines.

Some members noted that the bingo and pokerino slugs have sometimes been used to work city parking meters and speculated that the city might become a valuable ally in the fight against the illegal manufacture of chips that can be used as slugs.

Those present included Secretary Lou Ellis, John Caruso, Arthur Bianco, Arthur Kline, Nathan Gordan, Sud Mollengarten and Mike Goldberg.

## electric scoreboard

FOR SHUFFLEBOARDS

Natural Finish Hardwood Cabinet

- \* 100-point
- \* 100-point scoreboard
- \* Scores 1-51 and/or 1-100
- \* 10-point
- \* Large metal ABS row
- \* Indicator box
- \* Extra-operated
- \* 100-point player or 100-point player by simple push switcher
- \* Absorbent bottom scoring section
- \* Chrome tube supports

**\$169.50**

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## Harby to Show

Probasco and his wife, Ruby, will personally tend the exhibit. He plans to appoint additional distributors for the line during the meeting.

Karl Guggenheim, Inc.  
Jamaica 31, N. Y.

Treasure Chest Company  
Chicago, Ill.

NOT \$50—to register at National Vendors Association's April 15-19 conclave in Miami Beach. The \$50 figure was an inadvertent "typo" in last week's Billboard. The registration fee includes two NVA breakfast meetings, admittance to all hospitality suits, Friday and Saturday evening banquets and shows, tickets for prize drawings and badges for exhibit floor. Modified American plan room rates at the convention hotel, the Deauville, run from \$10.75 per person per day. A person can attend the entire conclave for well under \$100.

Pistachio Nuts, Jumbo Queen,  
 Red  
 Pistachio Nuts, Jumbo Queen,  
 White  
 Pistachio Nuts, Large Tula  
 Pistachio Nuts, Vendor's Mix  
 Pistachio Nuts, Shock, Red  
 Cashew, Large  
 Cashew, Split  
 Peanut, Jumbo  
 Peanut, Small  
 Mixed Nuts  
 Baby Chicks  
 Rainbow Peanut  
 Brides All  
 Boston Baked Beans  
 Jelly Beans  
 Licorice, Gums  
 M & M, 800 ct.  
 Marshmella

---

Rain-Bio Gum, 73  
 Mail-ette, 100 ct., per 100  
 Rain-Bio Ball Gum, 100 ct.,  
 per 100  
 Rain-Bio Ball Gum, 100  
 200 lb. minimum prepaid on 3

Whatever your bulk vending requirements might be, we can serve you.

Always a complete stock of outstanding Northwestern machines, parts and supplies.

Write today for complete information and price list.

**COMPANY**  
520 Second Avenue  
North, Birmingham  
Alabama  
Phone:  
FAirfax 4-7334

will be devoted to exhibits, with the business sessions set to start Friday (17).

The company has also added to its charm line a Kennedy memorial watch chain medallion capsule. The medallion has the same flicker design as the Kennedy ring.

To be announced.  
night Toy & Novelty Co  
To be announced.  
orthwestern Corp.  
To be announced.

111

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199-87 Archer Ave., P.O. Box 518  
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KE. 3-3302

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**LUCKY CHARM**  
(PLASTIC)  
WILD, WOOLY HAIR

PRICE - \$1.00, per IVI (bulk)

**5¢ CAPSULE MIX** - Consists of  
RING (2), COWBOY, INDIAN, ROBOT,  
BASEBALL PLAYER, SKELETON,

IN COLORS. 10" VENDOR  
Price: \$35 per M  
ROCKING CHAIR, FALSE FINGER,  
SCOOTER & KISSING RING  
SPECIAL SHOW PRICE!

**KNIGHT TOY & NOVELTY INC.** 32 HANSE AVE. FREEPORT, N.Y.

# Oak-Operators Vending Celebrate Move



JANE MASON, executive secretary of the National Vendors Association, officiates as ribbon cutter to launch Oak Manufacturing Company and Operators Vending Machine Supply Company on their occupation of new and larger quarters in Los Angeles. Sam Weitzman, president of both firms, stands behind Miss Mason, and Chairman of the Board Sid Bloom is at her right. Mrs. Rene Solomon gets set to push in the first self-service cart, a new feature of Operators.



A TOAST TO the continued success of Oak and Operators Vending is poured for Miss Mason by Sid Bloom while President Weitzman lends a hand. The open house was well attended by bulk operators from the California area and elsewhere as well as by association officers and other members of the bulk vending industry.



MRS. ANITA RUFUS, left, and Herb Goldstein, sales and merchandising director of Oak Manufacturing, watch Mrs. Rene Solomon sign the guest book at the start of the festivities.



ED ROSEN, sales manager of Operators Vending, pours champagne for Ed Mann of Imperial Die Casting Company and his wife, Wilda Rae, as Bob Guggenheim of Karl Guggenheim, Inc., of New York, passes the snacks.



MRS. MARILYN BLOOM SHERMAN, left, Mrs. Sam Weitzman and Sid Sherman of V M Sales trade snacks with Norman and Lorane Weitzman at the Oak-Operators Vending open house.



OPERATORS LEO WEINER of West Coast Enterprises and Dale Simmons, left to right, talk shop with Arnald Provisor, former operator and now counsel for Oak and Operators Vending.



SAM WEITZMAN, left, chats with Frieda and Phil Sraden, all of Western Coin Operating Machine Company, one of the largest bulk merchandising firms in Los Angeles.



MRS. LORANE WEITZMAN inspects a casting polished by 77-year-old Scotty Burnett, a 15-year veteran with Oak Manufacturing Company.

## Bulk Routes Supplement Income of Two Teachers

ST. PAUL—Ball gum, candy and nut machine operators could easily increase their profits if they gave more attention to the simple task of keeping their machines cleaner. This has been the experience of two school teacher-route operators here, who go to extremes to maintain clean equipment.

Ken Tuttle, 157 Hawkes Avenue, St. Paul, and DeArv Gimm, suburban New Brighton, are ninth-grade teachers at Edgewood Junior High School by day. Weekends and some evenings they are route operators with about 85 machines on location and intentions of greatly increasing that number.

The two men started their business in 1961, the same year they met as teachers. "It is difficult," they said, "for teachers to find anytime to work to supplement their incomes, but this has been an ideal solution for us. The time demands are flexible and the income is respectable."

The two men borrowed the original capital, \$400, to get started, buying a total of 17 new and used machines plus merchandise, including nuts, candy, charms and capsules.

"We have never invested our own money since, but have always borrowed and paid off the loans from the earnings," they explained. In 1963, their 85 machines grossed about \$3,500, but most of this has been turned back into the business, "as we are primarily interested in growth at this point."

Some of the financing has been through the teacher's credit union, with interest of 9 10 per cent per month on the unpaid balance.

The two partners are fanatic in the subject of cleanliness. "We put all the globes through a portable dishwasher, everytime they are refilled. We run the parts through, also, to make sure

they stay as clean as possible, because rancid merchandise can surely wreck your reputation, too."

On their service runs, the partners always carry a jar of soapy water and a sponge for washing off the stands.

"At many new locations we hear complaints about the previous operators, who may not have kept their machines as attractive as they should have. And you can be sure no parent will let a child eat from a dirty machine."

The partners say it hasn't hurt them either to be teachers. "We sometimes get a location on that basis alone," Gimm said, "since the image of some earlier operators wasn't the best, and some people have a negative view about this trade. But when we come in, and identify ourselves, we get an excellent reception."

## H. Z. Shows New Rock-Ola Photo

OMAHA—Several hundred operators and guests were expected for H.Z. Vending & Sales Company's preview showing of the new Rock-Ola phonograph line here last Sunday (12).

The day began with cocktails at 6:30 in the Coral Room of the Diplomat Hotel. Dinner and entertainment in the ballroom followed.

A high point of the evening was indoor swimming after dinner for the hardy, and dancing for the more restrained.

HAGERSTOWN, Md.—Penny Mart Distributing, recently moved to new quarters here, is marketing two new vending machines, the PM-Duo and the PM-Trio. The former has two separate coin mechanisms and the latter three, so as to handle a like number of products in a single machine and avoid the problem of setting up more than one in good locations.

*Wish we were there!*

Sorry we'll be among the missing at the N.V.A. Convention . . . so, we're taking the next best way to ask you to remember us!

*Best wishes for a huge success.*



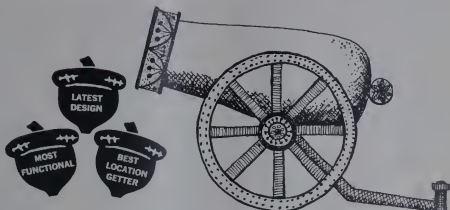
Mark I Coinset Model



**VENDOR MFRS., INC.**

1319 LEWIS ST  
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Distributor areas available  
throughout the world!



## REVOLUTIONARY NEW CONCEPT IN VENDING MACHINES

Starting April 16th, look for the new look at **oak** booths 8 and 9 at the NVA convention in Miami.



## NEW CONCEPT IN SERVICE

Complete, expanded facilities in one central industrial complex



650 South Avenue 21, Los Angeles, California 90031

## Supermarkets a Good Spring Bet

LOS ANGELES—Late spring is an excellent period in which to concentrate on supermarket locations, according to Preston Coombs, veteran hulk operator here.

"The summer months provide the best market of the year simply because children are out of school," he says, and shopping mothers are likely to have more youngsters with them on marketing trips than during the rest of the year. For that reason, we make a concentrated effort to land as many supermarket locations as possible well ahead of the actual summer season, when the average super is likely to be judiciously spacing more closely.

Operating one of the largest strings in the country, Coombs has wide experience with the supermarket field. He has had considerable success in selling supermarket managers on the idea of allotting extra bulk-vending-machine space during the summer months.



MEN WHO READ  
BUSINESSMEN  
MEAN BUSINESS

## VENDING HEADQUARTERS for VICTOR The Most Complete and Finest Line of Bulk Vendors NEW SELECTORAMA®

### BEAUTIFUL STORE WINDOW DISPLAY

Available in 14, 36, 104, 234 or 504 coin mechanisms. Unit can vend 100 count gum, V, V-1, and V-2 capsules at single unit or can be mounted on multiple stands. New, attractive and durable three-tier stand available for Double or Triple your sales with this great vendor. Write for further details, color literature and prices. Large Stock of Vendors, Parts and Merchandise.

H. B. HUTCHINSON JR.

1754 Decatur Road, N.E. Atlanta 7, Ga.  
Phone: DR4he 7-4300

## Northwestern HEADQUARTERS

Whether your bulk vending requirements might be, we can serve you.

Always a complete stock of outstanding Northwestern machines, parts and supplies.

Write today for complete information and price list.

PARKWAY MACHINE CORP.

715 ENSOR ST. BALTIMORE 2, MD.

## FIFTEEN DIFFERENT 10¢ CAPSULE MIXES FREE DISPLAY FRONT

All mixes are packed 250 per bag hand counted . . . biggest value for the best quality in 10¢ Capsule vending.

FREE Illustrated Booklet and Penny Champs, Kings and Bulls Champs.



The  
**PENNY KING**  
Company

2334 Mission St., Pittsburgh 3, Pa.

World's Largest Selection of Miniature Champs



## KIDS KEEP ON BLOWING...

## YOUR PROFITS KEEP ON GROWING!



## A Sure Sales Repeater

Quality  
Confections  
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TWO SEYMOURS, Moss and Caro; Tam King and Lou Singer, of Omaha, admire some new Northwestern globes during the Eppy Champs regional sales meeting in Chicago last week. Note the frontal display panel of the new Kennedy photo rings in the foreground.

## Silver Content Change Would Hurt Coin Ops

NEW YORK — Coin machine operators will be hard put if the government changes the silver ratio in nickels, dimes and quarters—currently 90 per cent silver and 10 per cent copper.

A bill introduced by Sen. Metcalf (D-Mont.) would change the ratio to 80-20, in order to free silver for industrial uses.

If the bill goes through, coin rejectors in juke boxes, amusement machines and vending machines will reject the new coinage. The rejector contains a magnet which allows coins containing the proper mixture to pass through.

With coins of two different ratios, any coin rejector which would accept both would also

accept slugs, and the operators would be hard hit.

The only solution would be a coin rejector which would accept only the two coin types and nothing in between. No such rejector has been made.

## COINMEN IN THE NEWS

### Arkansas Traveler

Around the State: Little Rock: Operators report a pick up in collections with spring vacationers passing through swelling the play on phonographs and games. Operators pleased with the upswing are Pete Gurley, Ace Music Co., Buchi Wortham, Wortham Amusement Co., Robert Franklin, Southern Amusement Co., H. L. Bryant, De Luxe Novelty Co., Virgil Bryant, De Luxe Novelty Co., H. G. Vancey, Arkansas Music Co., and Charles Thomas, Thomas Amusement Co.

Robert Kirspeil, president of Kirspeil Music Company at North Little Rock, is getting his campaign committee and ward workers lined up for the August election. He's running for mayor. Kirspeil has been a city alderman eight years, hopes to get the promotion to top spot.

He'll begin his campaign in about a month.

Hut Springs: With gambling casinos here on Governor Fauh's shutdown order in late March, operators are pleased with some pick-up in business. Spring vacationers to the resort city help some, but it's nothing like when the thousands crowded into this popular spa.

Van Edginger, former operator of Van Edginger Music Company, sold out to his brother-in-law, Phil Marks, Phil Marks Amusement Company, and now works for him.

Hopping around: The husband of Nathan Wheeler, an energetic and enterprising owner of Service Amusement Company, Jonesboro, continues to grow. He recently added two new locations. Jimmy Ward is doing a fine job helping his father, Vernon Ward, operate 19 Music Company at Pine Bluff. M. L. Armstrong, Armstrong Amusement Company, was in Little Rock shopping for new equipment.

James Akers, Akers Music Company at Harrison, a resort area in the Ozarks, reports the season has started there with tourists already filling the motels in the area, and keeping him busy.

Robert Brunner, John & Frank, Inc., Market Tree, was in Memphis recently on a road buying trip. H. L. Hopkins, Hopkins Music Company, Fordyce, gave his equipment a spring cleaning last week, has it in top shape now.

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## S. L. London Holds Bally Coffee Service School

MILWAUKEE — An all-day Seeburg Bally Coffee Machine service school drew a full house here recently. Operators and their key service personnel from Southern and Eastern Wisconsin spent the day in the S. L. London Vending Company, Inc. headquarters. The agenda featured instructions on cleaning, minor repairs and general maintenance of equipment.

Doug Hansen and Don Emery, S. L. London staffers, conducted the class sessions.

The roster included: Jack Peachey, Elmer Nelson Jr., Robert A. Zicarelli and Cliff Hubbard, A. R. A. of Southern Wis.; Kenosha's Chuck Wildrich and Ted Stroiman, Stroiman Vending, Milwaukee; Gil Heerhold, G. G. Vendors, Milwaukee; Gordon Neal and Walter Koepsel, Gee Kay Vending, Milwaukee; Victor C. Pavlic, Pavlic Vending, Service, Brookfield; and Leslie Hüller, Prosperity Enterprises, Inc., Milwaukee. Also, Preston M. Norheut, K. G. Zweifel and Don Erickson, Home Ade Products, Madison; David Krucean, George Giesen, Ken Mills and Jerry Rohde, Nelson Vending Sales, Inc., Menasha; Roy Subrod, Willie Hopkins and John O'Neill, Subrod Vending, Burlington; Ken Kulow and

Chuck Acker, Falls Vending Service, Menomonee Falls; Tom Cocking and Gerald Niemi, Automatic Vendors, Milwaukee; Stanley Kass, Tom Chopp, Ed Bilyard and Jerome Zareynick, Skylark Vending, Milwaukee; and Thomas P. Golden, Paul Von Straten and George Karras, Karras Vending, Inc., Appleton.

And, Al Trew and Chuck Dennison, American Foods Corporation, Milwaukee; Clem Jones, Owen Vending, Janesville; William Tench, Automatic Retailers of America, Milwaukee; Tom Wriston Jr., Davies Automatic Sales, Inc., Racine; Clarence Wessinger, Automatic Merchandising Corporation, Milwaukee.

S. L. London staffers on hand were Bill Madsen, John J. Pier, Donald Dooden and Walter Glush.

## Kansas City Court

Continued from page 53

The Kansas constitution. The petitions also questioned the city's right to make something illegal which the State has found to be legal.

The ordinance requires a \$100 annual license on coin-operated amusement machines, but machines for which \$250 federal stamps have been purchased are not eligible for the city license. On May 20, the Kansas Supreme Court denied rehearing of another case that challenged the validity of the pinball ordinance. Cook had also filed that case on behalf of several businessmen. He subsequently filed a new suit which challenged the ordinance on different grounds.

## Games, Vending Help Austrian Ops

Continued from page 52

scored a strike in Austrian bowling promotion. Merrill symbolizes the frustrations and opportunities of Danubian coin machine operation.

As the Wurliitzer agent here, Merrill's phonograph horizons were circumscribed by the fact that about 90 per cent of Austria's 12,000 (although some trade experts here insist this figure is far too high) phonographs are local owned. In Austria as well as elsewhere, location ownership is synonymous with stagnation.

So Merrill diversified into games. He is credited with bringing big-time bowling to Austria, and he has been installing equipment at the rate of 10 new establishments a month.

Merrill has his own installation staff, and he is giving the Austrians a basically American bowler operation. He finds the best locations are hotels and restaurants. Shrewdly, he is selling the Austrians the concept of howlers as a tourist stimulus.

He believes, furthermore, that coin machine operation in Austria means vending equipment equally with phonographs and games, and that vending has a great future here.

A native of Saginaw, Mich., Merrill came to Austria with the 34th Infantry Division. He is proof of the fact that U. S. trade concepts can be transplanted successfully to Europe. The Merrill saga suggests—although he doesn't say so himself—that U.S. operators might well consider undertaking European operations.

Considering the handicaps under which it labors, the Austrian trade is remarkably forward-looking. The obstacles here are formidable, aside from the unfavorable pattern of coin machine ownership of phonographs. Austria's trade hinterland is behind the Iron Curtain, and its economy is stagnating. Government regulation of coin machines is tight.

Yet, Austria has a progressive trade association, Verband des oesterreichischen Automatenwerbes, encompassing distributors and operators. The trade is always well represented at the Vienna autumn trade fair.

The Austrian trade group is taking the lead in advocating the building of a Europe-wide coin machine trade association, which would speak for the trade on a Continental basis. Dr. Ru-

dolf Rampl, secretary of the trade group, says the coin trade is in danger of lagging behind other commercial sectors in adjusting to the new economic climate being created by the two great trade blocs, the European Common Market and the European Free Trade Association.

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